

**Chapter 4 - Global Analysis**

**Guide to the Photo** - By looking at the picture, what do you think this chapter is about?

If you could market ONE product in ANY foreign country, what product and country would you choose?

**Section 4.1 International Trade**

Key Terms:


**pp 75-76 - Nature of International Trade**

Notes:

**pp77-80 - Government Involvement in International Trade**

Notes:

## Section 4.2 The Global Marketplace

Key Terms:


pp 81-84 - *Doing Business Internationally*

Notes:

pp84-86 - *Global Environmental Scan*

Notes:

pp87-89 - *Global Marketing Strategies*

Notes:

*Use the notes you've taken, to answer these questions. If you can't find the answers in your notes, go back to the textbook, find the answers, and put the info you forgot in your notes!*

1. Explain the nature of international trade.
2. What are two key reasons why embargoes are imposed?
3. What is the common goal or purpose of the WTO, NAFTA, and the EU trade agreements?
4. Why does the United States have an embargo against Cuba?
5. Give an example of a political factor that could discourage a business from engaging in international trade with a given country.
6. Give an example of how a country's poor infrastructure can create opportunities for foreign countries.
7. Which socio-cultural factors make doing business abroad difficult?
8. Explain the concept of economic interdependence of nations.
9. How are governments involved in international trade?
10. Explain the U.S. balance of trade.
11. What are three basic types of trade barriers?
12. List three significant trade agreements and dalliances.
13. What is a global environmental scan?