

International Marketing Task

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1 Do you think that greater world trade implies more risk? Explain the benefits and risks involved.

I would argue that greater world trade does not necessarily imply more risk, since a more interconnected world allows countries to establish routes that minimize vulnerabilities and make international commerce faster and more efficient. Among the benefits, world trade generates significant economic advantages because many countries strengthen their commercial relations, which in turn fosters growth, market diversification, and broader opportunities for development.

However, the increase in world trade also carries certain risks. One of them is dependence on global supply chains, which makes countries and firms more vulnerable to disruptions caused by geopolitical conflicts, pandemics, or natural disasters. Likewise, excessive openness can affect local industries, leading to job losses and social inequality in some sectors. Another important risk is the environmental impact, since international transportation increases carbon emissions and sometimes encourages the relocation of polluting industries to countries with weaker regulations. Finally, persistent trade imbalances may result in economic volatility and excessive debt.

2 What effect do global linkages have on companies and customers?

Global linkages have a profound impact on both companies and customers. For companies, globalization allows them to take advantage of economies of scale, improve operational efficiency, and access cheaper resources in different countries. In addition, international presence helps diversify risk by operating across multiple markets, which increases resilience. However, globalization also brings greater complexity, as companies must adapt to diverse regulations and face geopolitical tensions, such as economic competition between the United States and China, which can disrupt supply chains.

For customers, global linkages create clear benefits: greater product variety, lower prices, and access to innovative goods that were previously inaccessible. On the other hand, consumers can also be affected by global disruptions—*such as the shortage of semiconductors or medical supplies*—which highlight the fragility of depending on international markets for essential goods.

3 What challenges does international marketing currently have, considering new trends?

International marketing faces significant challenges today, many of which are linked to technological integration, especially artificial intelligence. AI enables companies to process massive amounts of customer data faster and to deliver more personalized experiences. However, it also brings challenges related to data privacy, potential algorithmic biases, and the need for ethical regulation.

Other key trends that pose challenges include the rise of AI-driven storytelling, which

must balance automation with authenticity to maintain credibility; digital disinformation, which can distort market research and damage consumer trust; and cultural and linguistic adaptation, since marketing messages must be tailored to resonate within each regional context. In addition, regulatory frameworks such as the GDPR in Europe and other data-protection laws worldwide restrict the indiscriminate use of personal information in global campaigns.

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