1. **Differentiate between standardization and customization in international marketing stating the disadvantage and advantages of each.**

**Standardization.**

The general definition of global standardization is the ability to use standard marketing internationally. In other words, it’s the ability for a company or business to use the same marketing strategy from one country to the next, and across various cultures. When a product has basically the same appeal all over the world global standardization is a useful tool.

**Advantages of Standardization.**

1. **Discuss the ethical issues concerning how employees are to treat the organization.**