

## CHAPTER OVERVIEW

### 8: Marketing in a Diverse and Global Marketplace

- 8.1: In the Spotlight
- 8.2: Strategic Marketing- Standardization versus Adaptation
- 8.3: Diversity and Inclusion Marketing
- 8.4: Multicultural Marketing
- 8.5: Marketing to Hispanic, Black, and Asian Consumers
- 8.6: Marketing to Sociodemographic Groups
- 8.7: Ethical Issues in Diversity Marketing
- 8.8: The Global Market and Advantages of International Trade
- 8.9: Marketing in a Global Environment
- 8.10: Ethical Issues in the Global Marketplace
- 8.11: Chapter Summary - Diverse and Global Marketplace
- 8.12: Key Terms
- 8.13: Applied Marketing Knowledge- Discussion Questions
- 8.14: Critical Thinking Exercises
- 8.15: Building Your Personal Brand
- 8.16: What Do Marketers Do?
- 8.17: Closing Company Case
- 8.18: References

---

This page titled [8: Marketing in a Diverse and Global Marketplace](#) is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by [Elisabeth Dellegrazie](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.