



# Analysing and Comparing International Marketing Strategies: Marketing Strategies

*Ahmad Mohammad Aljamal*

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Marketing plays an important role in the growth of any firm. In a competitive world it is crucial to meet the need of the customer so as to survive and grow in the market. Without the marketing function it is extremely difficult for any organization to survive in a globalized world today. An organization may have robust operation strategy, finance strategy and it may have a strong position on a strategic outlook however without a Marketing function the strategic goal will make little sense. Marketing helps understand the need of the customers and then the firms can design products / services that will fulfill the need of the customers. Various tools can be used to within the marketing function. Marketing Mix is one such marketing tool that helps understand the need of the customer and how companies can fulfill them. This research is based on the application of Marketing Mix.

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