

International Marketing Edition 17 By Philip Cateora

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When it has become more difficult to maintain family expenses, there is more bad news to come. Marketing companies has already proposed to increase price of edible oil and sugar price. Food prices is ...

Prices of essentials put a crunch on living costs

David Asikin, CTO and co-founder of D2C snack box company TokyoTreat, spoke with PYMNTS about leveraging novelty to drive long-term value for subscribers.

For D2C Snack Boxes, SKU Count Is the Difference Between Flopping and Thriving

Gitex Future Stars will host over 700 startups from more than 60 countries along with a network of 400+ international investors ...

Gitex Global x Ai Everything set to drive international

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transformation

GITEX GLOBAL x Ai Everything set to spotlight regional transformations with landmark GITEX GLOBAL Leaders' Vision conference. GITEX Global set to drive international technology ecosystem. . GITEX ...

GITEX Global set to drive international technology ecosystem

The Ghana Free Zones Authority (GFZA) has embarked on a robust program to showcase Ghanaian businesses and products to the regional and international markets.

Ghana Free Zones Authority participates in 2nd edition of Ghana Business Expo in Cote d'Ivoire

The show's 25th edition brought together industry players from 52 countries and featured 17 national pavilions, making it the first truly global beau ...

25th Edition of Beautyworld Middle East 2021 Wraps on a High With Strong International Participation

Inaugural Football Is Freedom fundraising match takes place Sunday, October 24th at 5pm in Fort Lauderdale's DRV PNK Stadium Cedella Marley (CEO of the Bob Marley Group of companies); currently in ...

Cedella Marley Kicks Off New Women's Football Initiative with International Friendly Between Jamaica and Costa Rica

Noah Assad, Bad Bunny's longtime manager, has helped the Puerto Rican superstar conquer the world without compromising — or losing his independent streak — which puts him atop Billboard's annual list ...

Revealed: Billboard's 2021 Latin Power Players

For the 2021 ranking of the World's Most Influential CMOs, we looked at all of it. This year's ninth annual ranking—the fifth year in a row developed in partnership with primary research partner ...

World's Most Influential CMOs 2021

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Dubai Calendar on Saturday unveiled the list of cultural and entertainment events and activities that are set to take place from October to December 2021. Dubai Calendar is part of Dubai's Department ...

Dubai: Andrea Bocelli, Neha Kakkar to dazzle tourists, residents

A new market study published by Global Industry Analysts Inc., (GIA) the premier market research company, today released its report titled "Operating Tables - Global Market Trajectory & Analytics".

Global Operating Tables Market to Reach \$1 Billion by 2026

The global pandemic has affected all business alike, but small and medium enterprises were hit harder. They had to face issues of manpower, cash crunch, - Report on The Eastern Herald ...

Blossom Media Announces Winners of 3rd Edition of Iconic Brand of the Year Award, Based on the Nomination by Consumers

As part of this drive, the GFZA recently took part in the second edition of the 'Ghana Business Expo' in Abidjan. The three-day event organized by Global Afrique Ltd. between 15th and 17th ...

Free Zones Authority showcases Ghanaian businesses in Cote D'Ivoire

Warner Music Nordics has promoted Karoliina Kanerva to the role of head of international. Kanerva (pictured) will switch to Stockholm as part of the move, which is designed to strengthen and ...

Warner Music Nordics ups Karoliina Kanerva to head of international

Omnicom has bagged the international marketing communication mandate of Mercedes-Benz. The account was earlier held with Publicis. After merging the communication and marketing departments within ...

Omnicom bags marketing communication mandate for

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Mercedes-Benz

Arabian Travel Market will focus on the future of international ... Marketing (DTCM), the event will take place live and in-person on May 8-11. In similar fashion to the 2021 format, a virtual ...

ATM 2022: Forward looking show planned for Dubai next year

The Chairman, BUA Group, Abdul Samad Rabiou, Global Head, Marketing ... to speak at the 2021 edition of the Africa Rising 4, a continental conference of the International Advertising Association ...

BUA's Chair, Others to Speak at Africa Rising Conference

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