



Theoretical Foundations for Marketing Strategies in Global Local Product Ventures: Insights from Ghanaian Context

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Published: 16 January 2003 | **Received:** 24 September 2002 | **Accepted:** 18 December 2002

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DOI: [10.5281/zenodo.18778194](https://doi.org/10.5281/zenodo.18778194)

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Abstract

This article explores the theoretical foundations for marketing strategies in global-local product ventures, focusing on the Ghanaian context. Not applicable as it is a theoretical framework article. Theoretical insights derived from this study provide a robust foundation for marketers aiming to navigate the complexities of global-local market entry successfully. Marketers should prioritise understanding local consumer behaviors and incorporate culturally relevant elements into their marketing strategies to enhance market success.

Keywords: *Sub-Saharan, globalization, cultural adaptation, brand equity, comparative advantage*

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