



Global Market Dynamics and Local Product Strategies: A Theoretical Framework for Ghanaian Perspectives

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Abstract

The global market dynamics have heightened the importance of understanding how local products can effectively compete in international markets. Ghana, as a developing nation with rich cultural heritage and traditional crafts, exemplifies this challenge. The approach will be analytical, drawing from existing literature on international trade, cultural branding, and market segmentation. Theoretical constructs will be synthesized to provide a comprehensive theoretical framework for local product strategies in global markets. This framework underscores the potential for leveraging Ghana's cultural assets to enhance product visibility and market acceptance across global platforms. Recommendations include conducting more in-depth case studies of successful marketing efforts, developing a national branding strategy, and fostering partnerships between traditional artisans and international designers.

Keywords: *Sub-Saharan, Cultural Capitalism, Soft Power, Ethnoscience, Reflexivity, Market Segmenting, Localization*

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