



## Global Marketing Strategies: A Framework for Local Products in Ghana's Context

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**Published:** 09 May 2011 | **Received:** 12 January 2011 | **Accepted:** 16 March 2011

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**DOI:** [10.5281/zenodo.18938597](https://doi.org/10.5281/zenodo.18938597)

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### Abstract

Global marketing strategies are crucial for local products to compete in global markets. In Ghana, understanding these strategies is essential given its growing economy and diverse product offerings. This paper employs a comprehensive review of existing literature on global marketing strategies and case studies from Ghanaian businesses. Theoretical frameworks are synthesized to create a structured model. The theoretical framework provides valuable insights for policymakers and business leaders aiming to promote Ghana's unique products on the global stage. Strategically invest in brand development, utilise social media effectively, and establish partnerships with foreign companies to maximise export potential.

**Keywords:** *Geographic, Sub-Saharan, Cultural Capitalism, Ethnoscapes, Globalisation, Localization, Reflexive Methodology*

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