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terms of their export marketing strategy is the level of standardization or adaptation of each element to the local conditions (Douglas and Craig, 1989; Theodosiou and Leonidou, 2003). An appropriate level of market adaptation is a key determinant of market performance.

Export Marketing Strategies for High Performance: Evidence

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Development of export Marketing Strategy Given the importance of export marketing strategy in determining a firm's export performance, it is very important that a systematic process be followed to develop an export marketing strategy that is properly adapted to the firm's internal and external environments.

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