













Product

- › Sales achieved
 - How achieved
 - Sales patterns
- › Competitive situation
 - Domestic or international
 - Oligopoly or Monopolistic competition
- › Marketing activities
 - Product launch
 - Marketing materials/translations
 - Support materials
 - Training
 - Product modifications



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Translation Blunders

- Coors
 - "Turn it loose" was translated to say "Drink Coors and get diarrhea"
- Arabic
 - Tomato paste becomes tomato glue
 - Needed to use tomato puree
- Parker Pens
 - Avoid embarrassment-use Parker Pens
 - Avoid pregnancy-use Parker Pens (Spanish)

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Signs in English around the world

- Dry cleaners in Bangkok
 - Drop your trousers here for best results
- Dry cleaners in Rome
 - Ladies, leave your clothes here and spend the afternoon having a good time
- Zurich hotel
 - Because of the impropriety of entertaining guests of the opposite sex in the bedroom, it is suggested that the lobby be used for this purpose.

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