In building a market entry strategy, time is a crucial factor. The building of an intelligence system and creating an image through promotion takes time, effort and money. Brand names do not appear overnight. Large investments in promotion campaigns are needed. These are two main ways of foreign market entry: either by entering from a home market base, via direct or indirect exporting, or by foreign based production. Within these two possibilities, marketers can adopt an “aggressive” or “passive” export path. Entry from the home base (direct) includes the use of agents, distributors, Government and overseas subsidiaries and (indirect) includes the use of trading companies, export management companies, piggybacking or countertrade. Contents: Global marketing management and international marketing management Planning for global markets Alternative market-entry strategies Organizing for global competition Global and International Marketing Management. Global perspective Multinational companies. Think global, act local. Benefits of global marketing When large market segments can be identified. Economies of scale in production and marketing Important competitive advantages for global companies. Alternative marketentry strategies. Modes of foreign market entry Exporting Contractual agreements Strategic alliances Foreign direct investment.