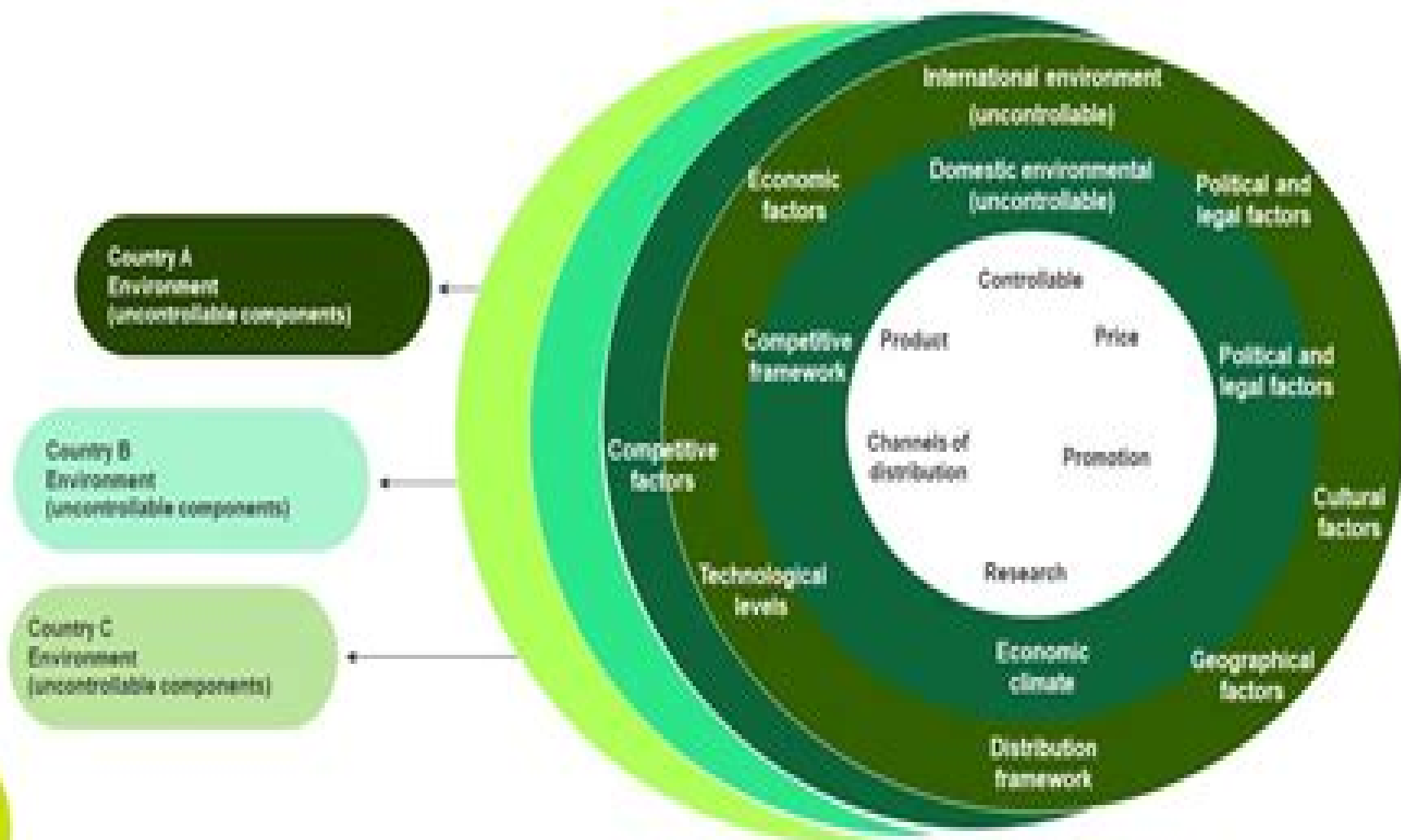


International marketing environmental analysis structure overview

The slide illustrates the structure of the international marketing environment to evaluate its impact on the organization. Various elements included are internal and external factors, controllable and uncontrollable components, etc.



Marketing An Environmental Perspective

**Rishi Raj Sharma, Tanveer
Kaur, Amanjot Singh Syan**



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