

competing in the global marketplace

Competing in the Global Marketplace: Strategies for Success in an Interconnected World

competing in the global marketplace has become an essential focus for businesses of all sizes as the world grows more interconnected. With advancements in technology, transportation, and communication, companies are no longer limited by geographic boundaries. Instead, they face the exciting yet challenging prospect of engaging with customers, partners, and competitors from diverse cultures and economies. Navigating this vast arena requires a strategic approach that balances local insights with global trends. In this article, we'll explore what it truly means to compete on a global scale and how businesses can thrive amid international competition.

Understanding the Dynamics of the Global Marketplace

The global marketplace refers to the international arena where goods, services, and ideas are exchanged across borders. It's a complex ecosystem influenced by economic policies, cultural differences, technological innovations, and geopolitical events. For businesses looking to expand beyond domestic markets, understanding these dynamics is critical.

The Role of Globalization and Technology

Globalization has effectively shrunk the world, making it easier for companies to enter foreign markets and reach new audiences. Technologies such as the internet, cloud computing, and advanced logistics systems have accelerated this process. Digital platforms allow businesses to market their products worldwide, engage with customers in real-time, and manage supply chains that span multiple countries.

However, technology also levels the playing field, increasing competition. Small startups can challenge multinational corporations by leveraging innovative digital strategies. Therefore, staying ahead means adopting cutting-edge tools and continuously innovating.

Economic and Cultural Considerations

Competing in the global marketplace isn't just about selling products internationally—it also means understanding the economic conditions and cultural nuances of different regions. Exchange rates, tariffs, and trade

agreements affect pricing and profitability. Meanwhile, cultural preferences impact product design, marketing messaging, and customer service.

For example, a marketing campaign that resonates in the United States may fall flat in Japan due to differing cultural values. Companies must invest in market research and often localize their offerings to align with regional tastes and expectations.

Key Strategies for Competing in the Global Marketplace

Success on a global stage requires more than just exporting products; it demands a comprehensive strategy tailored to the complexities of international business.

Developing a Global Mindset

One of the most important traits for companies competing in the global marketplace is cultivating a global mindset. This means being open to diverse perspectives, adaptable to different ways of doing business, and aware of global trends. Leadership teams should prioritize cross-cultural training and encourage collaboration across their international offices.

A global mindset helps companies anticipate challenges and seize opportunities that may not be apparent from a purely domestic viewpoint.

Building Strong International Partnerships

Entering new markets often requires partnerships with local businesses, distributors, or agents who understand the regulatory environment and consumer behavior. These alliances can provide valuable insights and reduce risks associated with unfamiliar territories.

Strategic partnerships also facilitate smoother supply chain management and faster market entry. Choosing partners carefully and fostering trust are essential steps in this process.

Investing in Innovation and Quality

Increased competition means that companies must differentiate themselves through innovation and quality. Whether it's developing new products, adopting sustainable practices, or enhancing customer experience, innovation

keeps businesses relevant.

Furthermore, global consumers often have high expectations for product quality and corporate responsibility. Meeting or exceeding these standards can build brand loyalty and a strong reputation internationally.

Overcoming Challenges in the Global Marketplace

While the global marketplace offers immense opportunities, it also presents unique challenges that companies must address proactively.

Managing Regulatory and Compliance Issues

Different countries have varying regulations regarding product standards, labor laws, taxation, and data privacy. Navigating this regulatory maze can be daunting but is necessary to avoid legal issues and protect the company's reputation.

Many businesses employ compliance officers or consultants who specialize in international law to ensure adherence to local requirements.

Handling Currency Fluctuations and Economic Uncertainty

Currency volatility can affect profit margins and pricing strategies. Companies need to implement financial risk management techniques such as hedging to minimize exposure.

Additionally, economic instability in some markets can impact demand and supply chains, requiring flexible business models and contingency planning.

Addressing Communication and Language Barriers

Effective communication is vital for building relationships and closing deals. Language differences can lead to misunderstandings and lost opportunities.

Investing in multilingual staff, translation services, and culturally sensitive communication strategies can bridge these gaps and foster stronger connections.

Leveraging Digital Marketing for Global Reach

Digital marketing plays an increasingly important role in competing in the global marketplace. With billions of users online, social media platforms, search engines, and e-commerce sites offer unparalleled access to international audiences.

Localized Content for Authentic Engagement

Creating content that speaks to local audiences in their language and cultural context enhances engagement and trust. Localization goes beyond translation; it involves adapting imagery, tone, and messaging to resonate authentically.

Data-Driven Market Insights

Digital tools provide rich analytics that help businesses understand consumer behavior, preferences, and trends worldwide. This data enables more targeted marketing campaigns and product development tailored to specific markets.

Utilizing E-Commerce Platforms

Global e-commerce platforms like Amazon, Alibaba, and regional marketplaces allow businesses to sell directly to consumers worldwide. Leveraging these platforms can reduce barriers to entry and simplify logistics, especially for small and medium-sized enterprises.

Building Sustainable Competitive Advantage Globally

Sustainability is no longer just a buzzword but a critical aspect of global competition. Consumers and regulators increasingly demand environmentally and socially responsible business practices.

Incorporating Sustainability into Business Models

Companies that integrate sustainability into their operations often enjoy long-term benefits such as customer loyalty, cost savings from efficient resource use, and compliance with international standards.

Creating a Responsible Brand Image

A reputation for ethical practices can differentiate a brand in crowded markets. Transparency about sourcing, labor conditions, and environmental impact builds trust with global consumers and partners.

Engaging in Corporate Social Responsibility (CSR)

CSR initiatives that contribute positively to communities worldwide foster goodwill and can open doors to new markets. Whether through charitable activities, education programs, or environmental projects, CSR aligns business goals with societal needs.

Competing in the global marketplace is undoubtedly complex but also incredibly rewarding. By embracing cultural diversity, leveraging technology, and committing to innovation and sustainability, businesses can carve out a meaningful presence on the world stage. The journey requires continuous learning, flexibility, and a proactive mindset, but the potential for growth and impact is limitless.

Frequently Asked Questions

What are the key challenges businesses face when competing in the global marketplace?

Key challenges include understanding diverse consumer preferences, navigating different regulatory environments, managing supply chain complexities, dealing with currency fluctuations, and handling cultural and language barriers.

How can companies effectively adapt their marketing strategies for global competition?

Companies can conduct thorough market research to understand local cultures and consumer behavior, customize their messaging and branding to resonate with local audiences, leverage local social media platforms, and ensure compliance with regional advertising regulations.

What role does technology play in enhancing competitiveness in the global marketplace?

Technology enables companies to streamline operations, improve communication across borders, access real-time market data, automate processes, and reach wider audiences through e-commerce platforms, thereby increasing efficiency

and global reach.

How important is cultural intelligence for global business success?

Cultural intelligence is crucial as it helps businesses understand and respect cultural differences, build stronger relationships with international partners and customers, avoid misunderstandings, and tailor products and services to meet local needs effectively.

What strategies can businesses use to manage risks associated with global competition?

Businesses can diversify markets and suppliers to reduce dependency, conduct thorough risk assessments, hedge against currency risks, stay informed about geopolitical developments, and establish contingency plans to respond to unexpected disruptions.

How do global trade agreements impact competition in the global marketplace?

Global trade agreements can lower tariffs, reduce trade barriers, and create more predictable trading conditions, which enhance market access and competitiveness for businesses. However, they also increase competition by allowing more players to enter new markets.

Additional Resources

Competing in the Global Marketplace: Strategies and Challenges for Modern Enterprises

Competing in the global marketplace has become an imperative for businesses aiming to expand beyond domestic borders and tap into diverse consumer bases. As globalization continues to deepen economic interconnections, organizations face an evolving landscape defined by rapid technological advancements, shifting trade policies, and intense cross-border competition. This complex environment demands a nuanced understanding of international market dynamics, strategic adaptability, and a comprehensive approach to managing risks and opportunities.

Understanding the Dynamics of Competing in the Global Marketplace

Entering and thriving in international markets requires more than just exporting products or services. Companies must navigate a multifaceted

terrain shaped by cultural differences, regulatory frameworks, currency fluctuations, and competitive pressures from both local and multinational firms. The phrase "competing in the global marketplace" encapsulates the myriad challenges and considerations that influence how businesses position themselves on the world stage.

Global competition is no longer confined to traditional manufacturing hubs or developed economies. Emerging markets have gained prominence, offering both potential growth and unique obstacles. According to the World Trade Organization (WTO), global merchandise trade volume increased by approximately 3% annually pre-pandemic, underscoring the persistent demand for cross-border commerce despite episodic disruptions.

Key Factors Influencing Global Competition

Several critical elements shape a company's ability to compete internationally:

- **Market Research and Localization:** Tailoring products and marketing strategies to local preferences and cultural nuances can determine success or failure. For example, consumer behavior in Asia may prioritize different features compared to European markets.
- **Regulatory Compliance:** Understanding and adhering to varying legal requirements, from product standards to labor laws, is essential to avoid penalties and maintain market access.
- **Supply Chain Management:** Efficient logistics and sourcing strategies reduce costs and improve responsiveness. Global supply chains must be resilient to geopolitical tensions and disruptions like pandemics.
- **Currency and Economic Risks:** Fluctuating exchange rates and economic instability in target markets can affect profitability and pricing strategies.
- **Technological Adaptation:** Leveraging digital tools for communication, marketing, and operations facilitates smoother international collaborations and market penetration.

Strategies for Effective Global Competition

To stand out in a crowded global arena, companies adopt various strategic approaches. Some focus on cost leadership, aiming to offer competitive pricing through economies of scale or cheaper production bases. Others

prioritize differentiation, emphasizing innovation, quality, or brand prestige to capture niche segments.

Cost Leadership vs. Differentiation

Cost leadership strategies often involve relocating manufacturing to countries with lower labor costs, such as Vietnam or Mexico, or investing in automation technologies that reduce expenses. While this can boost profit margins, it may also expose companies to ethical scrutiny regarding labor practices or environmental impacts.

Conversely, differentiation strategies focus on unique value propositions. For instance, luxury brands might leverage heritage and craftsmanship to justify premium pricing globally. Technology firms often highlight innovation and superior user experience to distinguish themselves.

Digital Transformation and Global Reach

The rise of e-commerce and digital platforms has revolutionized competing in the global marketplace. Companies can now reach international consumers directly, bypassing traditional distribution channels. Marketplaces like Amazon, Alibaba, and global social media networks offer unprecedented access to diverse audiences.

However, digital globalization also intensifies competition, as consumers have a broader array of choices and can easily compare products across borders. Businesses must optimize their online presence and utilize data analytics to understand customer preferences and behavior patterns in different regions.

Challenges and Risks in Global Competition

Despite the advantages, competing internationally is fraught with challenges that require careful mitigation.

Trade Barriers and Political Risk

Tariffs, import quotas, and protectionist policies can increase costs and reduce market attractiveness. Recent trends toward economic nationalism in certain countries have led to unpredictable changes in trade regulations. Political instability or diplomatic tensions may disrupt operations or lead to sudden market exits.

Cultural Missteps and Brand Reputation

Misunderstanding cultural contexts can alienate consumers and damage brand equity. A marketing campaign successful in one country may be offensive or irrelevant in another. Furthermore, global crises such as supply chain failures or environmental controversies can have amplified reputational consequences in an interconnected world.

Human Resources and Talent Management

Managing a diverse workforce across multiple countries necessitates cultural sensitivity, compliance with labor laws, and effective communication. Talent shortages or mismatches in certain regions can hinder operations and innovation.

Emerging Trends Shaping Global Competition

Looking ahead, several trends are redefining how businesses compete globally:

- **Sustainability and Corporate Responsibility:** Consumers and regulators increasingly demand environmentally and socially responsible practices, influencing sourcing and production decisions.
- **Regionalization of Supply Chains:** To mitigate risks, companies are diversifying suppliers and moving towards regional supply hubs rather than relying solely on global networks.
- **Artificial Intelligence and Automation:** Advanced technologies are enhancing decision-making, customer engagement, and operational efficiency, enabling firms to adapt faster to global market shifts.
- **Customization and Agile Marketing:** Real-time data and digital tools allow personalized approaches that resonate with local audiences while maintaining global brand consistency.

Navigating these evolving factors requires agility and continuous learning. Organizations that integrate global insights with local execution are better positioned to capitalize on opportunities and withstand competitive pressures.

In summary, competing in the global marketplace is a dynamic and complex endeavor demanding strategic foresight, cultural intelligence, and operational excellence. Enterprises must balance global scale efficiencies

with local responsiveness, leveraging technology and innovation while managing risks inherent to international business. The competitive landscape will continue to evolve, making adaptability a key determinant of sustained global success.

Competing In The Global Marketplace

competing in the global marketplace: International Business Charles W. L. Hill, 2005
'International Business' addresses the strategic, structural and functional implications of international business in firms around the world.--Source inconnue.

competing in the global marketplace: International Business Charles W. L. Hill, 1998
Supplement to International business 2nd ed 1997 Includes index.

competing in the global marketplace: Loose-Leaf for International Business Dr Charles W. L. Hill, PhD, G. Tomas M. Hult, 2018-02-14 Market-defining since it was introduced, International Business: Competing in the Global Marketplace by Charles W.L. Hill (University of Washington) and G. Tomas Hult (Michigan State University) sets the standard, and is the proven choice for International Business. With the 12th edition, Hill and Hult continue to draw upon their experience to deliver a complete program that is: Relevant - Timely, Comprehensive Coverage or Theory; Practical - Focused on Practical Applications of Concepts; Integrated - Integrated Progression of Topics with Results-Driven Technology.

competing in the global marketplace: International Business Charles W. L. Hill, 2002-01-01 International Business addresses the strategic, structural and functional implications of international business in firms around the world. This is exhibited through a critical, integrated flow from chapter to chapter.

competing in the global marketplace: Selected Chapters from International Business Charles W. L. Hill, 1999

competing in the global marketplace: ISE International Business: Competing in the Global Marketplace Charles Hill,

competing in the global marketplace: International Business Charles W. L. Hill, 2014

competing in the global marketplace: International Business Charles W. Hill, 1994
Includes: Postscript 1994.

competing in the global marketplace: International Business Adam Wilson, Henry James, 2023 It is a comprehensive textbook with examples and cases from across the world. The subject matter is presented in a lucid and succinct style so that even those who do not have a prerequisite knowledge of the subject can easily understand it. It is intended to help students learn by means of practical examples and is an easy-to-use text for self-tuition. The book is primarily intended for the undergraduate and postgraduate students of management and commerce. Besides, it will also prove useful for the postgraduate students of economics.

competing in the global marketplace: International Business Charles W. L. Hill, 2001
International Business addresses the strategic, structural and functional implications of international business in firms around the world. This is exhibited through a critical, integrated flow from chapter to chapter.

competing in the global marketplace: International Business Charles W. L. Hill, 2024

competing in the global marketplace: International business Charles W. L. (10th ed.). 2015
Charles W. L. Hill. / Hill,

competing in the global marketplace: International Business Hill, 2014-02-10

competing in the global marketplace: International Business: Competing In The Global Marketplace (with Student Cd-Rom) (special Indian Edition) Charles W. L. Hill, Arun K. Jain, 2006

competing in the global marketplace: International Business: Competing in the Global Marketplace Author, 2017

competing in the global marketplace: International Business Charles W. L. Hill, 1999

competing in the global marketplace: Competing in the Global Marketplace The Open The Open Courses Library, 2019-10-18 Competing in the Global Marketplace Introduction to Business This book examines the business world of the global marketplace. It focuses on the processes of taking a business global, such as licensing agreements and franchisees; the challenges that are encountered; and the regulatory systems governing the world market of the 21st century. Today, global revolutions are under way in many areas of our lives: management, politics, communications, and technology. The word global has assumed a new meaning, referring to a boundless mobility and competition in social, business, and intellectual arenas. The purpose of this book is to explain how global trade is conducted. We also discuss the barriers to international trade and the organizations that foster global trade. The book concludes with trends in the global marketplace. Chapter Outline: Introduction Global Trade in the United States Why Nations Trade Barriers to Trade Fostering Global Trade International Economic Communities Participating in the Global Marketplace Threats and opportunities in the Global Marketplace The Impact of Multinational Corporations Trends in Global Competition The Open Courses Library introduces you to the best Open Source Courses.

competing in the global marketplace: Essentials of International Business Charles W. L. Hill, 2004

competing in the global marketplace: Competing in the Global Marketplace Decision Sciences Institute. International Meeting, 1995

competing in the global marketplace: Darwinian Fitness in the Global Marketplace P. Rajagopal, 2012-11-16 Reviews theories of competition and existing literature, and examines the attributes of market competition and strategies adhered to by firms in the global marketplace. Provides an in-depth analysis of a broad spectrum of important topics on competitive strategies and tactics.

Related to competing in the global marketplace

COMPETING Definition & Meaning - Merriam-Webster The meaning of COMPETING is in a state of rivalry or competition (as for position, profit, or a prize). How to use competing in a sentence

COMPETING | English meaning - Cambridge Dictionary COMPETING definition: 1. present participle of compete 2. to try to be more successful than someone or something else. Learn more

COMPETING definition and meaning | Collins English Dictionary Competing ideas, requirements, or interests cannot all be right or satisfied at the same time. They talked about the competing theories of the origin of life. the competing interests of beach

Competing or Competiting - Which is Correct? - Two Minute To sum up, "competing" is the correct form to use when you want to talk about participating in any kind of competition. The word "competiting" is simply incorrect and not

competing adjective - Definition, pictures, pronunciation and Definition of competing adjective in Oxford Advanced Learner's Dictionary. Meaning, pronunciation, picture, example sentences, grammar, usage notes, synonyms and more

Competing - definition of competing by The Free Dictionary To strive against another or others to attain a goal, such as an advantage or victory. See Synonyms at rival. [Late Latin competere, to strive together, from Latin, to coincide, be suitable

49 Synonyms & Antonyms for COMPETING | Find 49 different ways to say COMPETING, along with antonyms, related words, and example sentences at Thesaurus.com

Competing or Competiting - Which is Correct? - IELTS Lounge To put it simply, the correct form is "competing." The word "competiting" does not exist in the English language and is considered incorrect. However, it is essential to

Competiting vs. Competing – Which is Correct Spelling? "Competiting" is an incorrect

spelling, while "Competing" is the correct spelling denoting vying with others for an objective or advantage

competing - Dictionary of English Compete, contend, contest mean to strive to outdo or excel. Compete implies having a sense of rivalry and of striving to do one's best as well as to outdo another: to compete for a prize.

COMPETING Definition & Meaning - Merriam-Webster The meaning of COMPETING is in a state of rivalry or competition (as for position, profit, or a prize). How to use competing in a sentence

COMPETING | English meaning - Cambridge Dictionary COMPETING definition: 1. present participle of compete 2. to try to be more successful than someone or something else. Learn more

COMPETING definition and meaning | Collins English Dictionary Competing ideas, requirements, or interests cannot all be right or satisfied at the same time. They talked about the competing theories of the origin of life. the competing interests of beach

Competing or Competiting - Which is Correct? - Two Minute To sum up, "competing" is the correct form to use when you want to talk about participating in any kind of competition. The word "competiting" is simply incorrect and not

competing adjective - Definition, pictures, pronunciation and Definition of competing adjective in Oxford Advanced Learner's Dictionary. Meaning, pronunciation, picture, example sentences, grammar, usage notes, synonyms and more

Competing - definition of competing by The Free Dictionary To strive against another or others to attain a goal, such as an advantage or victory. See Synonyms at rival. [Late Latin competere, to strive together, from Latin, to coincide, be suitable

49 Synonyms & Antonyms for COMPETING | Find 49 different ways to say COMPETING, along with antonyms, related words, and example sentences at Thesaurus.com

Competing or Competiting - Which is Correct? - IELTS Lounge To put it simply, the correct form is "competing." The word "competiting" does not exist in the English language and is considered incorrect. However, it is essential to

Competiting vs. Competing — Which is Correct Spelling? "Competiting" is an incorrect spelling, while "Competing" is the correct spelling denoting vying with others for an objective or advantage

competing - Dictionary of English Compete, contend, contest mean to strive to outdo or excel. Compete implies having a sense of rivalry and of striving to do one's best as well as to outdo another: to compete for a prize.

COMPETING Definition & Meaning - Merriam-Webster The meaning of COMPETING is in a state of rivalry or competition (as for position, profit, or a prize). How to use competing in a sentence

COMPETING | English meaning - Cambridge Dictionary COMPETING definition: 1. present participle of compete 2. to try to be more successful than someone or something else. Learn more

COMPETING definition and meaning | Collins English Dictionary Competing ideas, requirements, or interests cannot all be right or satisfied at the same time. They talked about the competing theories of the origin of life. the competing interests of beach

Competing or Competiting - Which is Correct? - Two Minute To sum up, "competing" is the correct form to use when you want to talk about participating in any kind of competition. The word "competiting" is simply incorrect and not

competing adjective - Definition, pictures, pronunciation and Definition of competing adjective in Oxford Advanced Learner's Dictionary. Meaning, pronunciation, picture, example sentences, grammar, usage notes, synonyms and more

Competing - definition of competing by The Free Dictionary To strive against another or others to attain a goal, such as an advantage or victory. See Synonyms at rival. [Late Latin competere, to strive together, from Latin, to coincide, be suitable

49 Synonyms & Antonyms for COMPETING | Find 49 different ways to say COMPETING, along with antonyms, related words, and example sentences at Thesaurus.com

Competing or Competiting - Which is Correct? - IELTS Lounge To put it simply, the correct

form is "competing." The word "competiting" does not exist in the English language and is considered incorrect. However, it is essential to

Competiting vs. Competing — Which is Correct Spelling? "Competiting" is an incorrect spelling, while "Competing" is the correct spelling denoting vying with others for an objective or advantage

competing - Dictionary of English Compete, contend, contest mean to strive to outdo or excel. Compete implies having a sense of rivalry and of striving to do one's best as well as to outdo another: to compete for a prize.

COMPETING Definition & Meaning - Merriam-Webster The meaning of COMPETING is in a state of rivalry or competition (as for position, profit, or a prize). How to use competing in a sentence

COMPETING | English meaning - Cambridge Dictionary COMPETING definition: 1. present participle of compete 2. to try to be more successful than someone or something else. Learn more

COMPETING definition and meaning | Collins English Dictionary Competing ideas, requirements, or interests cannot all be right or satisfied at the same time. They talked about the competing theories of the origin of life. the competing interests of beach

Competing or Competiting - Which is Correct? - Two Minute English To sum up, "competing" is the correct form to use when you want to talk about participating in any kind of competition. The word "competiting" is simply incorrect and not

competing adjective - Definition, pictures, pronunciation and usage Definition of competing adjective in Oxford Advanced Learner's Dictionary. Meaning, pronunciation, picture, example sentences, grammar, usage notes, synonyms and more

Competing - definition of competing by The Free Dictionary To strive against another or others to attain a goal, such as an advantage or victory. See Synonyms at rival. [Late Latin competere, to strive together, from Latin, to coincide, be suitable

49 Synonyms & Antonyms for COMPETING | Find 49 different ways to say COMPETING, along with antonyms, related words, and example sentences at Thesaurus.com

Competing or Competiting - Which is Correct? - IELTS Lounge To put it simply, the correct form is "competing." The word "competiting" does not exist in the English language and is considered incorrect. However, it is essential to

Competiting vs. Competing — Which is Correct Spelling? "Competiting" is an incorrect spelling, while "Competing" is the correct spelling denoting vying with others for an objective or advantage

competing - Dictionary of English Compete, contend, contest mean to strive to outdo or excel. Compete implies having a sense of rivalry and of striving to do one's best as well as to outdo another: to compete for a prize.

Related to competing in the global marketplace

Aspen Clemons: Competing in global market requires affordable housing (Ibj.com3mon) Indiana has a housing crisis, and for many Hoosiers, it's growing. The studies exist (and we will keep doing them), the units have been counted, the dashboards created, and one persistent, important

Aspen Clemons: Competing in global market requires affordable housing (Ibj.com3mon) Indiana has a housing crisis, and for many Hoosiers, it's growing. The studies exist (and we will keep doing them), the units have been counted, the dashboards created, and one persistent, important

Cisco CEO on Competing in Global Market (Wall Street Journal1y) Cisco CEO John Chambers talks about the need to create a better environment for start ups and IPOs in the U.S., reforming immigration and tax policies, and improving education. He talks with WSJ's

Cisco CEO on Competing in Global Market (Wall Street Journal1y) Cisco CEO John Chambers talks about the need to create a better environment for start ups and IPOs in the U.S., reforming immigration and tax policies, and improving education. He talks with WSJ's

Apple and Samsung Lost Market Share as Global Smartphone Sales Fell in Q3 (Investopedia1y) Apple and Samsung lost market share to competing brands as overall global

smartphone sales fell 8% from a year earlier to their lowest Q3 levels in a decade. The decline comes amid a slow economic

Apple and Samsung Lost Market Share as Global Smartphone Sales Fell in Q3

(Investopedia1y) Apple and Samsung lost market share to competing brands as overall global smartphone sales fell 8% from a year earlier to their lowest Q3 levels in a decade. The decline comes amid a slow economic

Related Articles

- [esl object pronouns worksheet](#)
- [sociology in our times 11th edition](#)
- [how to get over cheating in a relationship](#)

[Back to Home](#)