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Imagine a revenue of hundred million dollars

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales.

Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives.

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets. It maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities your doing to develop your offers.



The world is messed up but I believe we are in a position now to help

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Branding is defined as the process of coming up or making a unique name or design for a certain product.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitors. Your brand tells your customers what they can have or expect from the products and services you offer.

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

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Fact about online marketing

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NOTICIAS Internacionales

Del 27 de noviembre al 01 de diciembre 2023

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Información Internacional

EL PAÍS
EL PERIÓDICO GLOBAL

[Una gobernanza fiscal global](#)

La [Asamblea General de la ONU aprobó el 22 de noviembre una resolución](#) para poner en marcha una Convención Marco para la cooperación tributaria internacional. La resolución, presentada a iniciativa de los países africanos y aprobada por una gran mayoría de la Asamblea General, es un paso de gigante en la colaboración económica global: desafíos como las agresivas estrategias fiscales de las multinacionales, la [existencia de paraísos fiscales](#) y [las nuevas realidades de la economía digital están socavando la capacidad tributaria de muchos Estados](#), de manera que solo a través de la cooperación internacional se podría establecer un régimen que permitiese a los países obtener los recursos fiscales necesarios para asegurar su propio desarrollo. Las estimaciones apuntan a un coste de entre 100.000 y 240.000 millones de dólares anuales por impuestos no recaudados, una cifra que supone hasta un 10% de todos los impuestos pagados por beneficios empresariales a nivel mundial. En el caso de España, esta cifra se ha estimado en un 16% de todo el impuesto de sociedades recaudado anualmente.



[El coste de las medidas de apoyo a los combustibles fósiles casi se duplicará en 2022](#)

El costo fiscal del apoyo global a los combustibles fósiles en 82 economías casi se duplicó a 1.481.300 millones de dólares en 2022, frente a 769.500 millones de dólares en 2021, a medida que los gobiernos instituyeron medidas para compensar los precios excepcionalmente altos de la energía, según la OCDE y la AIE.



[Los impuestos a los combustibles son menos resistentes que los precios de los permisos de emisión en medio de una alta inflación](#)

Las tasas impositivas en el sector del transporte por carretera disminuyeron en una gran mayoría de los países de la OCDE y el G20 entre 2021 y 2023, mientras que los precios de los permisos de comercio de emisiones mostraron una mayor resistencia.



[La UE debate los términos para nueva suspensión de los aranceles al acero de EE. UU.](#)

Bruselas (EuroEFE).- La Unión Europea (UE) continúa debatiendo los «términos» para una nueva suspensión de los aranceles que aplican tanto Estados Unidos como el club comunitario a las importaciones de acero y aluminio, antes de seguir trabajando sobre un acuerdo global que ponga fin definitivamente a esos sobrecargos.

[El presidente de Repsol: "Si tenemos impuestos que no tienen Portugal ni Francia, nuestra decisión será irnos allí"](#)

El presidente de Repsol, Antonio Brufau, eleva la advertencia de la petrolera de trasladar inversiones clave para la transición energética del país por inseguridad jurídica. En un discurso en la Universidad de Navarra, ha ampliado a Francia la posibilidad de llevarse inversiones previstas por Repsol en España. Se ha centrado en 1.500 millones previstos en proyectos de hidrógeno, aunque [ya publicó este diario que las inversiones en revisión alcanzan los 3.000 millones.](#)



[Malas noticias para los autónomos: este es el impuesto que deberán pagar en 2024.](#)

Queda tan solo un mes para despedir el 2023 y dar la bienvenida al nuevo año. A pesar de que no son pocas las personas que asocian esta época con los propósitos para el nuevo año, también [es un momento clave en el calendario fiscal, especialmente para los autónomos,](#) que deben comenzar a planificar algunos trámites.



[Sánchez evita hablar de impuestos ante las multinacionales y dice que aumentar beneficios «es legítimo»](#)

El presidente del Gobierno, Pedro Sánchez, ha clausurado el Congreso por el décimo aniversario de la asociación Multinacionales con España, evitando mencionar explícitamente la política fiscal del Ejecutivo, pero respondiendo veladamente que las grandes compañías han de «preocuparse» por el impacto de su actividad económica en el país.