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**Part-1**

1. Please locate and discuss two examples of a failed international ads/ad campaigns. Be sure to specifically discuss the reason for the failure, and what should have been done to prevent these mistakes. Write at least **160 words**. Provide at least **1 reference with Link {2 days}**
2. Compare/contrast individualistic and collectivist cultures. **[not word count just have to answer question may be 1 page or less] {3 days}**
3. **Will have 1 question by Thursday- [not word count just have to answer question may be 1 page or less] {2 days}**

**Part-2**

Please select a product/business and a country, other than the United States, into which you would like to expand. In a **2 to 3-page** paper with a minimum of **1 reference**, discuss at least **three of the most important elements** of culture you would have to address for successful entry. **{4 days}**