

# GLOCAL STRATEGY

“An Idea of Alexander The Great”

Just like Alexander the Great  
conquered almost the entire  
known world , in the same way  
Your brand is facing the globe



# First of all

Did you ever wonder why Alexander's STRATEGY was so successful?

Was he:

- a. A genius?
- b. Did he used to built a well-being strategy? (Macedonian phalanx)

Maybe both!

But he managed to rule the world

Because of something more powerful

Glocal prospect



Alexander had an amazing strategy

One integrated approach for all the places he  
conquered without changing each country's  
Characteristics & Philosophy

Why?

In order to avoid  
confuse and chaos



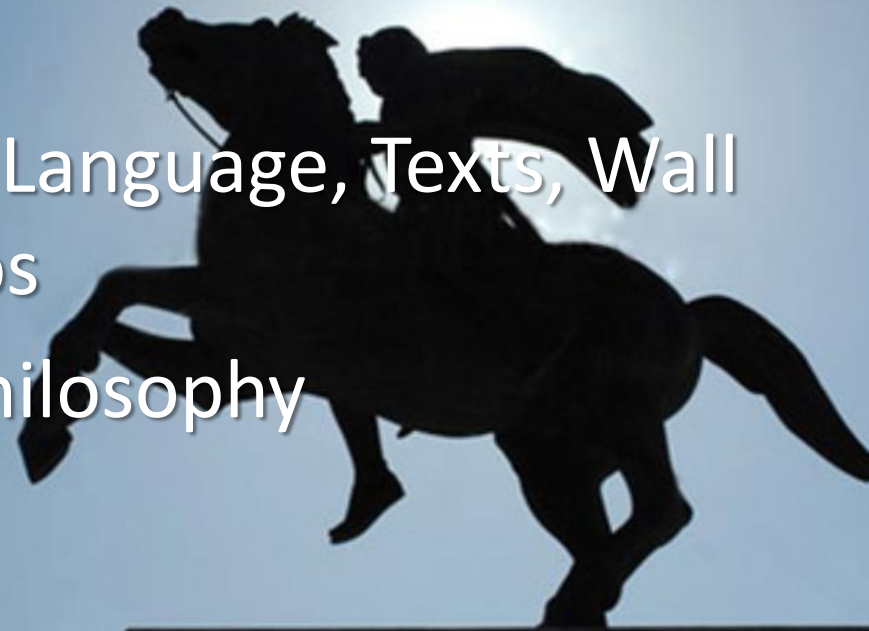
# Facebook : the medium to influence the world

Gathering fans from all around the world under a specific page

the secret is that every member of each country can only see his permitted content , for example , prices and products But without changing corporation's global character and values

Different : Prices, Products, Language, Texts, Wall posts, Applications, Photos

Same : Guidelines, Beliefs, Philosophy





Glocal allows you to have a global strategy while treating your costumers in a local way which make them feel unique!

Gather every fan in a single and high prestige page

Save precious time and budget!





Thank You!

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