Discussion 09.1: FOREX

 research on ProQuest a firm that mitigated foreign exchange risk through methods such as currency swaps, currency futures, forward transactions, etc.  What method was used and what was the result?  If the firm has used a different method, would the result have been the same?  Defend your answer and cite your sources.

[**Discussion 09.2: Maximizing Shareholder Wealth (ungraded)**](https://online.national.edu/d2l/lms/discussions/messageLists/frame.d2l?ou=69685&tId=700252&fId=0&threadId=0&postId=0&groupFilterOption=0)

Must post first.

Discussion of whether the company is maximizing shareholder wealth and an investment recommendation.

Discussion 09.1: Domestic vs. International Marketing

There are a few differences and challenges when a company looks at marketing domestically and internationally. Pick a country (not the United States) and share what country you have selected. Discuss the differences and challenges of marketing in that country when compared with the U.S. What things should a company take into consideration when developing marketing plans internationally? Areas of focus in your post may include:

* the customers: Are the customers the same?
* human resources
* currencies, governments and rules and regulations
* different customs, etiquette, etc.
* advertising issues and resources
* language differences