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The Great Call of Disaster

On September 11, 2001, the world was forever changed. The World Trade Center towers in New York City were struck by two hijacked commercial airplanes. The 9/11 attacks killed nearly 3,000 people and caused billions of dollars in damage. The event had a profound impact on the world, leading to the War on Terror and the passage of the Patriot Act. The 9/11 attacks also led to a re-evaluation of international marketing and a focus on disaster preparedness.

Disaster preparedness is a critical part of international marketing. Companies must have a plan in place to deal with emergencies, such as natural disasters, terrorism, and pandemics. This plan should include communication protocols, evacuation procedures, and contingency plans for supply chain disruptions. Companies should also have a crisis communication plan in place to deal with negative publicity and maintain trust with customers and stakeholders.