Int'l markets are desirable

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entering the markets of Cuba, Chile, and Colombia, and the cor-
porations had to "pull out." Fletcher feels that Proctor and Gamble made the right decision in "pulling out," of Jamaica when the company found the situation "going downhill." The plans Proctor and Gamble has for China, Russia, and India are to "let the countries go.

However, Fletcher declared, "We are in an expansionist move." Two examples he cited were Proctor and Gamble's desire to enter the soft drink industry and to expand its sale of coffee to foreign countries.

Yet another difficulty which a manager of an international market faces is the kind of adver-
tising that will sell a product in a given country. In the Middle East countries, a Camay Soap com-
mercial cannot have a female in it, because the custom is for a woman to keep even her face covered. In Quebec, many Pro-
ctor and Gamble products did not sell because the commercials came from the United States and were dubbed in French.

With all of these difficulties the manager of an international market faces, Proctor and Gam-
bile continues to sell overseas, because according to Fletcher, a company is only a major com-
pany if it is international.

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ing and experimentation, the distant galaxies of science fiction coalesce into reality with the advanced technology now being developed by a company called TRW.

It was the Defense and Space Systems Group of TRW who made possible the Viking Lander biological experiment which looked for life on Mars and the High Energy Astronomical Observatory which looks for quasars, pulsars and black holes in deep space. Professionals at TRW-DSSG are now involved in such impressive technologies as high energy lasers, communications systems, plus other future projects still considered science fiction.

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