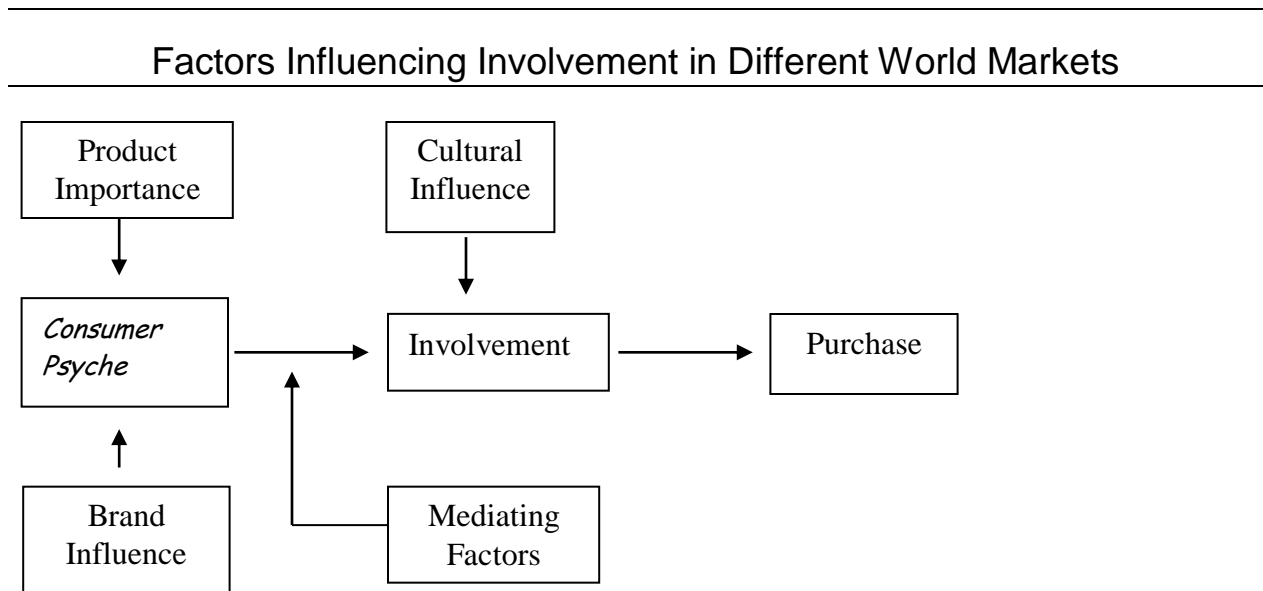


Source: The Diffusion and Distribution of New Consumer Packaged Foods in Emerging Markets and what it Means for Globalized versus Regional Customized Products - <http://globalfoodforums.com/new-food-products-emerging-markets/> - Composed May 2005

FIGURE 1



Samli, A.C., Wills Jr., J., & Jacobs L. (1991). Developing global products and marketing strategies: a rejoinder. *Journal of the Academy of Marketing Science*, Winter, 79-83.