

## **Global Emerging Marketing Manager**

We believe strongly new methods are needed in this Global Marketplace, and the GEMM approach can rapidly increase the GDP.



**Definition:** A Global Emerging Marketing Manager (GEMM) is a highly skilled individual with expertise in areas of business development; a professional with a history of success in the fields, or business owner / entrepreneur with skills that can be shared with people in these countries.

In order to balance the world economy, the global market must try a new approach. Because of the G20's economic problems, these countries will create jobs and establish new marketplaces for products to be sold. GEMMs must come forward now because global markets in the undeveloped countries such as Eastern Europe, Brazil, North Korea, and other economies have slowed down or stagnated at their current Gross Domestic Product.

Below is a summary of the solution I am proposing:

1. Individuals from small and medium-sized companies should travel to the underdeveloped countries to help these countries with infrastructures and local businesses to enhance creative products and services. This will help the government

increase revenues and create jobs in their own countries and help to improve their GDP.

2. Additionally, some underdeveloped countries with substantial wealth need to address the instability of their countries' economies so that entrepreneurs can benefit through the distribution of wealth.

3. By installing a GEMM, developing countries will have more influence over their economic development and capital investment. A GEMM will partner with an individual working in the United States.

With all countries now debating how to get out of the economic downturn, they must come together to solve this problem. Two countries, primarily Europe and the United States, have long been the consumers of retail products from Asia. However, their economic crises have slowed their consumption capacity and full recovery is several years away.

The Asian countries have long been manufacturing goods sold to other countries. Historically, China has emphasized the manufacturing with the US and Europe providing consumers. However, the new middle class in China, as well as in Japan, has increasingly demanded higher-end products from the US and Europe, and middle-end products from US corporations like Walmart and Target. Surplus technological products from the United States are in high demand as well, especially in underdeveloped countries – Indonesia, for example.

These countries' various sources of capital such as government funds, US investors, Fortune 100 corporations, and private equity pensions funds can be used to develop their countries. However, GEMMs will provide the assistance they need to develop their countries. GEMMs will help entrepreneurs develop their own products and services. By stimulating creativity, they will help bring to market new products and services. A GEMM is the most effective way to improve the global economy, one entrepreneur at a time.

Several countries must come together to overcome the current economic downturn before political concerns drive the masses to implement protectionist policies and limit trade, which would further hurt the global economy.