

# The Impact of Trade Barriers on International Marketing

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**Abstract:** *Trade barriers are laws or rules that limit access to global markets and trade. For companies involved in worldwide marketing, these obstacles—which can be in the shape of taxes, quotas, subsidies, import prohibitions, or export limitations—have a big impact. This study investigates how companies adjust to or get past these obstacles as they relate to foreign marketing tactics. This study assesses both the advantages and disadvantages of trade restrictions on company operations and market growth initiatives by concentrating on real-world examples and case studies. According to the research's findings, trade barriers can shield home sectors, but they also frequently make it more difficult for foreign marketers looking to enter or grow in other markets.*

**Keywords:** global markets.