

POLITICA COMERCIALA STRATEGICA

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The international trade exchanges reflect the characteristics of the participant countries in the exchange. After the Second World War, the majority of the international exchanges were due more to the arbitrary advantages (for instance, research-development), a fact which hadn't been taken into consideration by the traditional theory of the commercial policy.

The analyses of the relationship between the imperfect competition and the international trade, first intuitively and after that at a formal level, as well as the examination of the measuring method of the inside-branch trade is extremely important.

According to *the model of technological difference* formulated by Posner in 1961, a great deal of the trade between industrialized countries is determined by the introduction on the market of some new products and of some innovative procedures of production. This fact provides the country or the innovative industrial branch a temporary monopoly on the world market. Such a monopoly is often based on licenses and author rights, which are given for the stimulation of inventions.

According to *the model of production cycle*, when a new product is launched on the market, this fact supposes the existence of some advanced and specific production methods. As that certain product is being developed, it becomes ordinary, standard, for the majority of consumers. At that moment, the product can be obtained in a huge number, and it does not require new technological methods. As a consequence, the product becomes more attractive in less innovative countries in comparison with the one which launched it, because of smaller production costs. The innovator country often chooses to invest in a country where the labor force is cheap.

The *strategy policy* represents the attempt of a country to change the international strategy circumstances in the advantage of the oligopolies on the internal market. Appealing to protectionism, the state wants to provide a bigger part on the market for national companies. Because other countries can influence the competition on the international market, the trade policy and the exchange relationships are defined by the strategic interaction.

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