



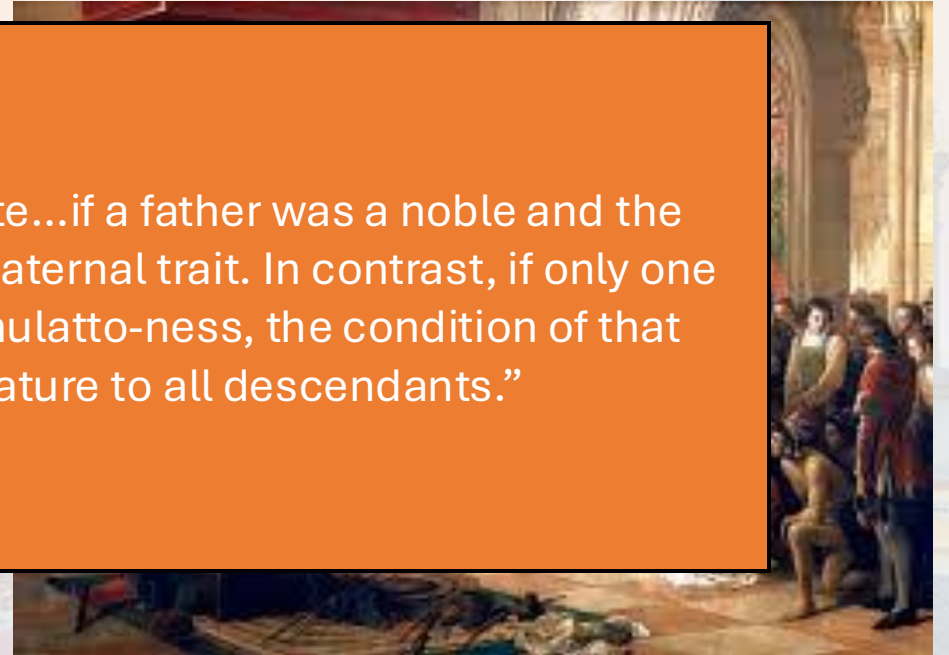
Colombia

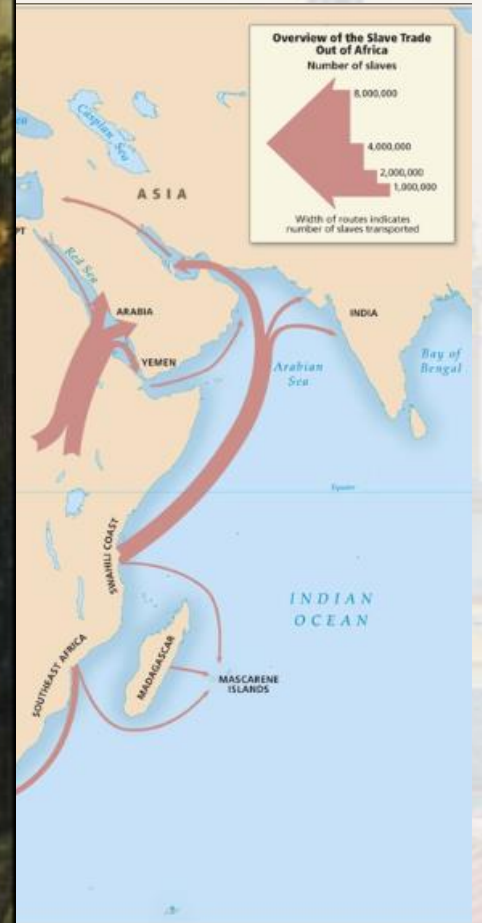
Bryce Anderson, Alani Fuentes, Hope Smith, Daniel Sobke

MKT 4270

International Marketing

“Nature is a virtue that makes all things be in that state...if a father was a noble and the mother was a plebian, the offspring still inherited the paternal trait. In contrast, if only one parent had a flaw such as illegitimacy, Jewishness, mulatto-ness, the condition of that parent was sufficient to pass the imperfect nature to all descendants.”





More on Inequality

Core Concept:

Colorism

Lighter skin is often associated with wealth, status, and beauty, further entrenching inequality.

Modern Economic Implications

- Extreme inequality
- Social and economic landscape is still shaped by the colonial legacy of racial and class hierarchies
- Inequality creates conditions which allows figures like Escobar to redistribute wealth to the poor
- In situations like these, Escobar can be seen as heroes by those with limited opportunities



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Modern Economic Implications

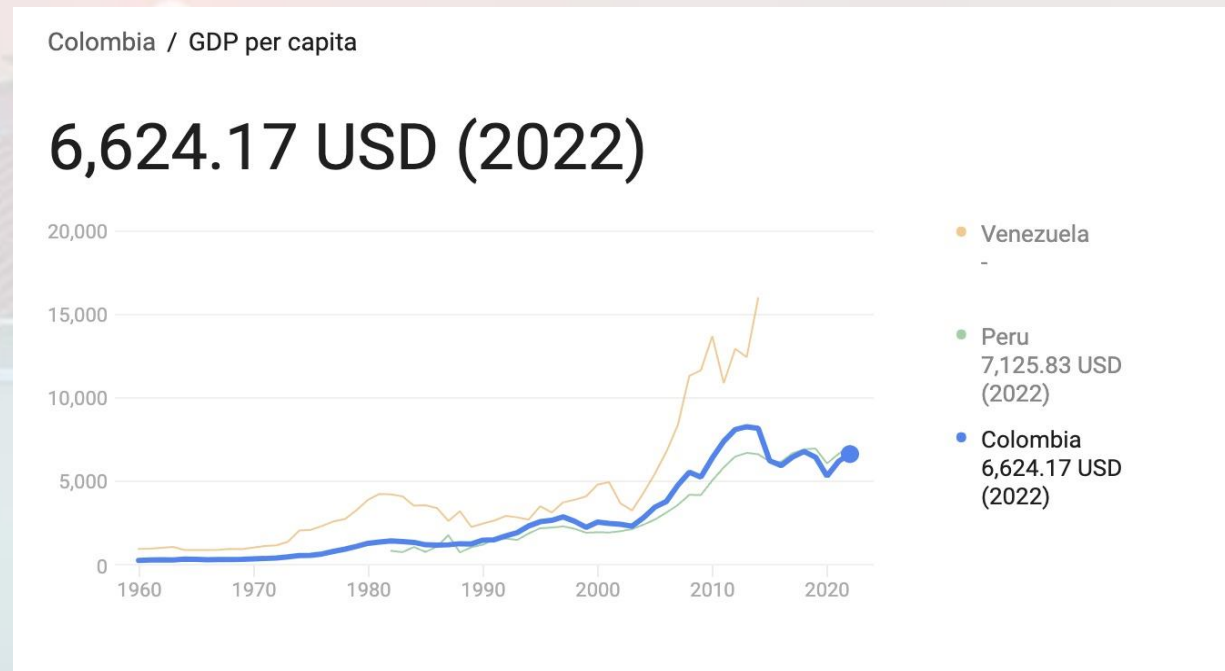
Core Concept

Gini Index

Colombia's high Gini Index indicates extreme inequality, a reflection of the deep socio-economic divisions rooted in its colonial past

Current Markets

- Colombia has a GDP per capita of around \$6,625 USD
- In recent times of trouble, cans of tuna meant to be given to people from vulnerable populations were purchased for about \$5 each (they usually cost about \$1.50)

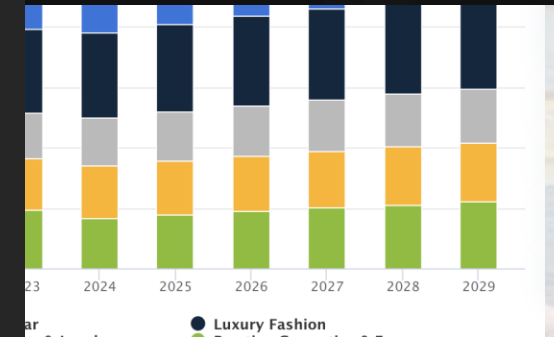


World Implications of Colombia

"Affluent" or "De"



Wealth, Desirability and Lighter Skin Tones



Colonial
racial hi

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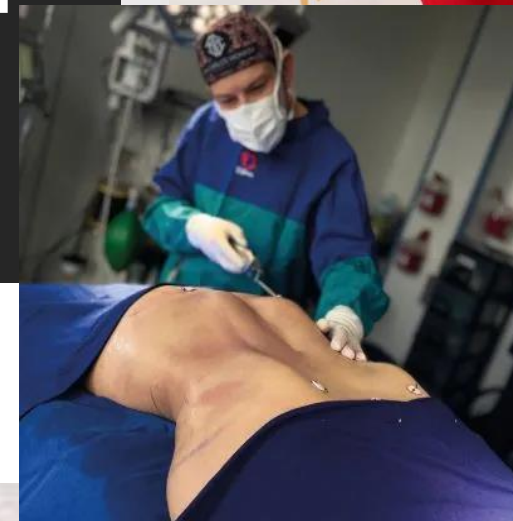
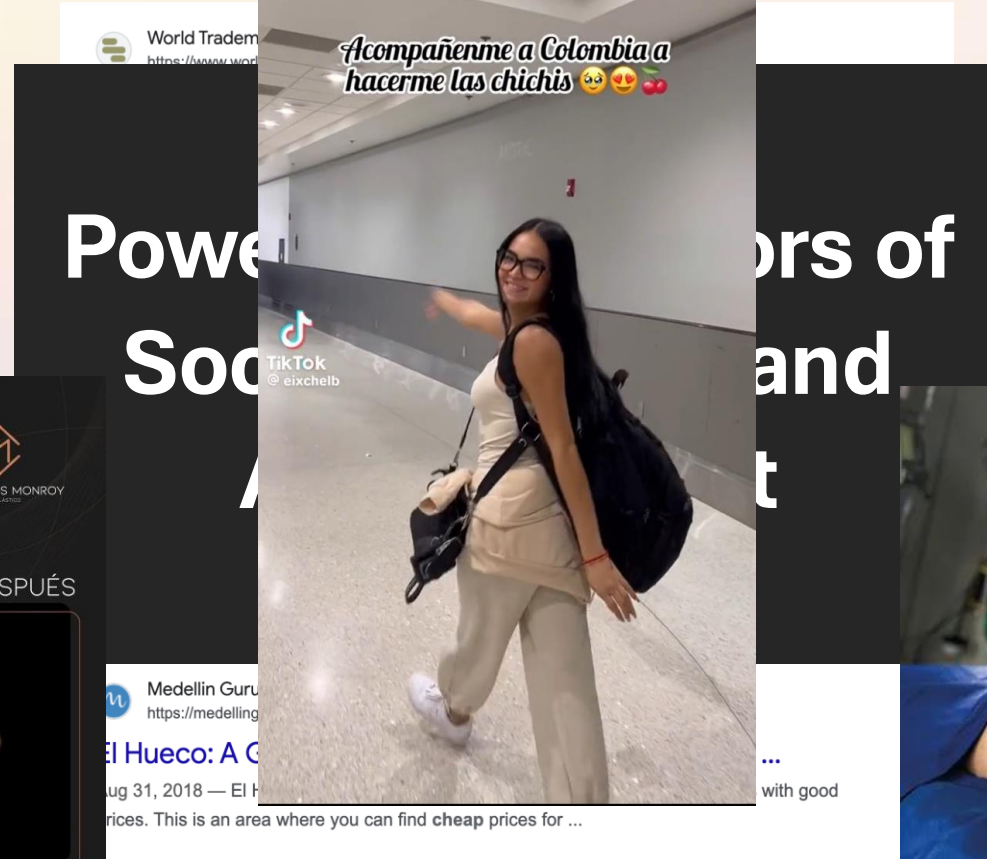
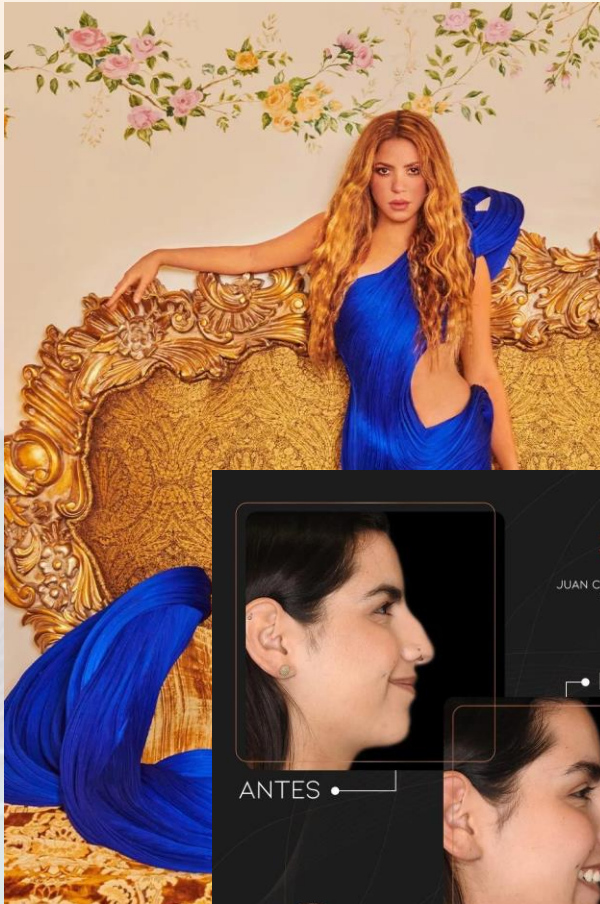


update: Sep 2024
Market Insights

Status Symbols ↑

International Marketing

World Implications of Colombia

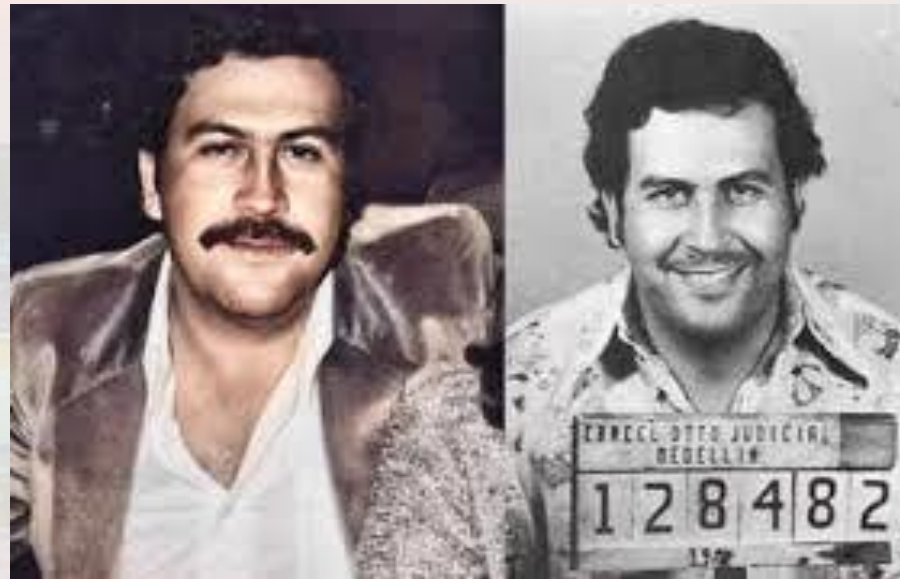


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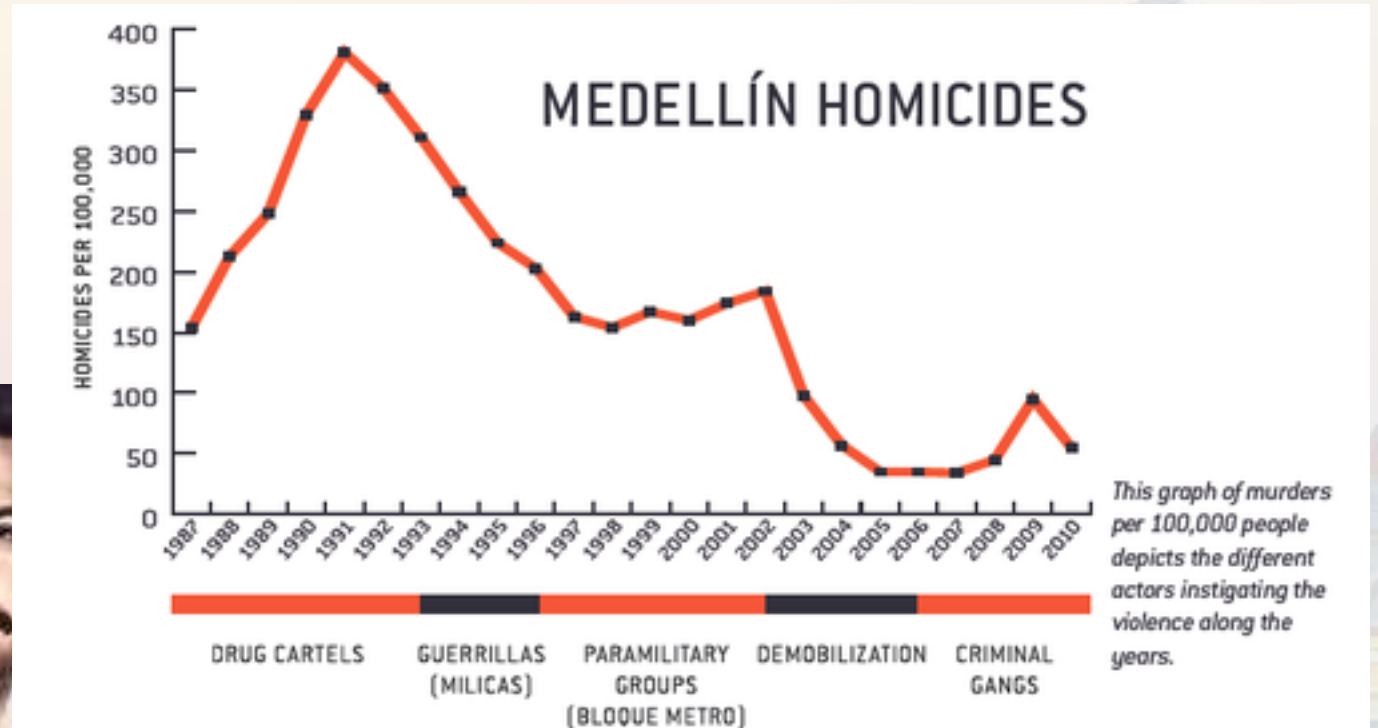
Pablo Escobar

- Colombian Drug Lord (Medellin Cartel)
- 1949-1993
- Epitome of Anti heroism
- Estimated net worth: \$30 Billion



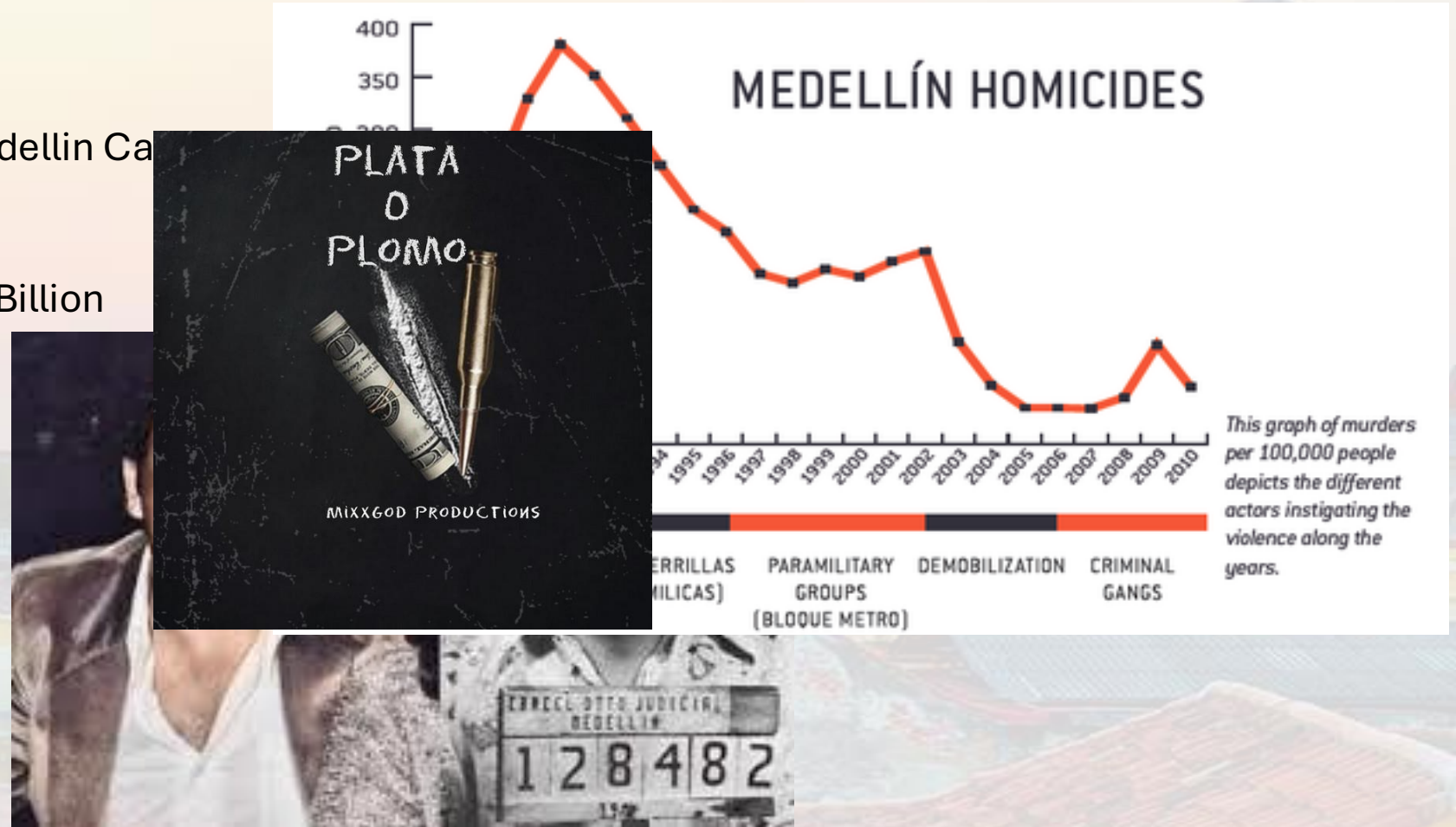
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Pablo Escobar

400
350



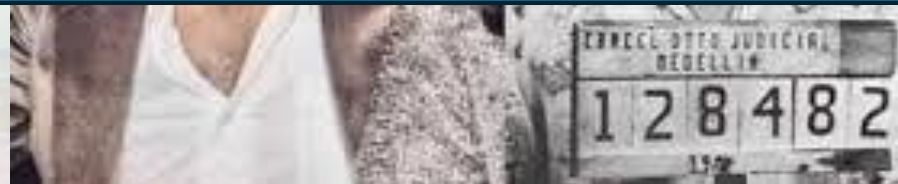
MEDELLÍN HOMICIDES

Core Concept

Anti Hero

a "hero," or main character who is displayed as a hero but doesn't portray typical heroic qualities

graph of murders
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instigating the
e along the



Pablo Escobar

- Colombian Drug Lord (Medellín Cartel)
- 1947-1993
- Epitome of power and wealth
- Estimated net worth of \$3 billion

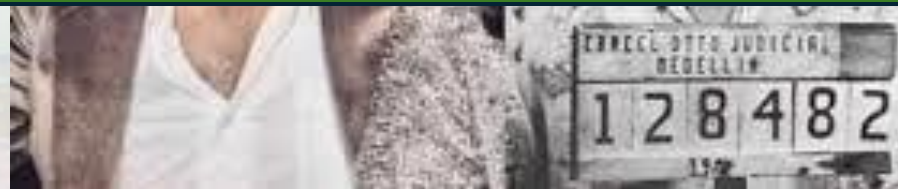


Core Concept

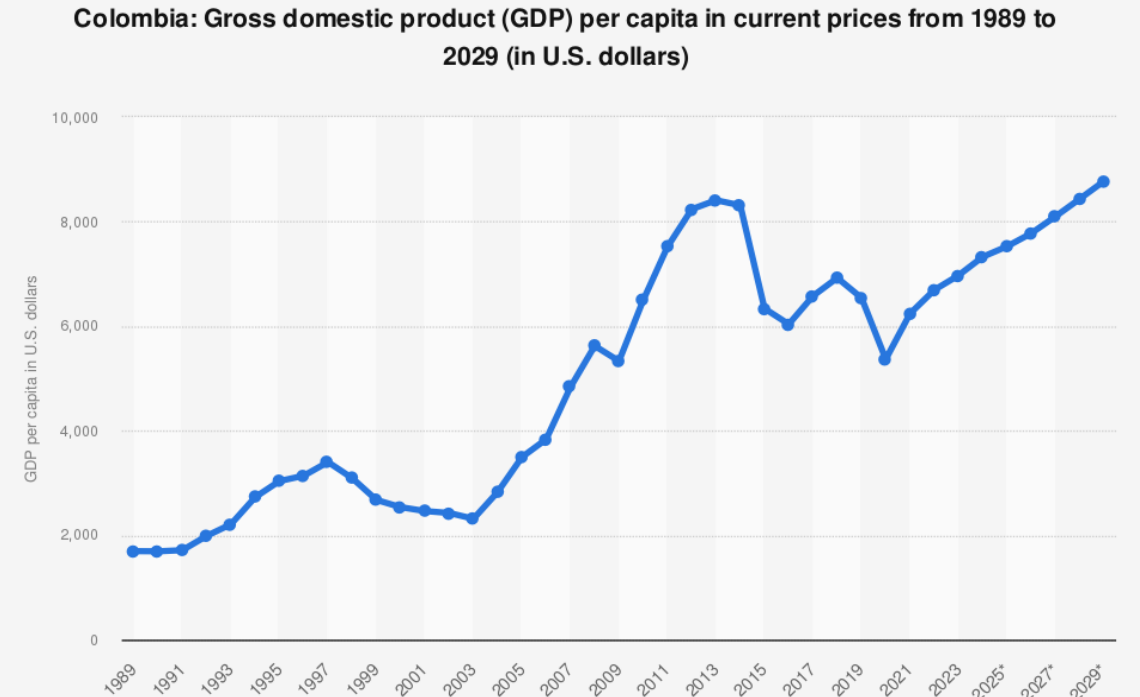
Cultural Evolution

Pablo Escobar's legacy exemplifies how criminal enterprises can deeply influence societal norms and values, shifting cultural attitudes towards wealth, power, and morality, especially in regions impacted by drug trade.

Album Version
Acoustic Version
Fast, Bleachers
Roosevelt Remix
Kungs Remix
Jayda G Remix
ILLENIUM Remix



Conclusion



Source
IMF
© Statista 2024

Additional Information:
IMF; 1989 to 2029

Conclusion



- Government-sanctioned stratification
 - Barrio Pablo Escobar
 - La Catedral Escape
- Evaded Capture for 16 months
 - Killed in Medellin

Colombia: Gross domestic product (GDP) per capita in current prices from 1989 to

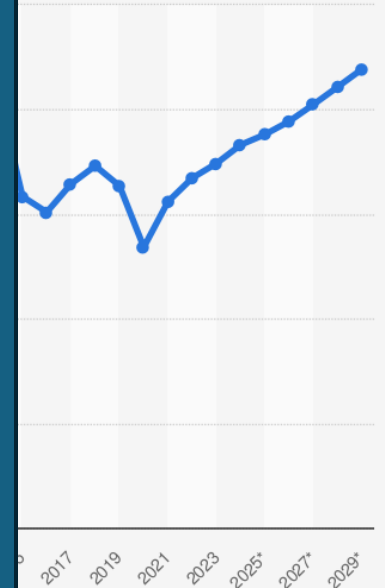


Photo Links

- <https://www.cambridge.org/core/journals/americas/article/workings-of-calidad-honor-governance-and-social-hierarchies-in-the-corporations-of-the-spanish-empire/7FA80F25F0C712D6DAAD5003F21A4904>
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