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Professor Cateora has conducted faculty workshops on internationalizing principles of marketing courses for the AACSB and participated in designing and offering similar faculty workshops under a grant by the Department of Education.

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Philip R. Cateora is the author of International Marketing (3.58 avg rating, 217 ratings, 10 reviews, published 1975), Strategic International Marketing ...

Philip R. Cateora (Author of International Marketing)

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