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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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This is a great international marketing textbook that has many real world examples, and makes the reading very interesting. There is a lot I learned from this text book. The book also has an online features that has quizzes and exercises that help a lot with learning the material, but the online portion cost extra.