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In conjunction with these efforts, he co-authored Marketing: An International Perspective, a supplement to accompany principles of marketing texts. Professor Cateora has served as consultant to small export companies as well as multinational companies, served on the Rocky Mountain Export Council, and taught in management development programs.

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International Marketing - Edinburgh Business School

1 International Marketing • International marketing is defined as the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nations for a profit.

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Test Bank International Marketing 18th Edition By Philip Cateora International Marketing, 18e (Cateora) Chapter 1 The Scope and Challenge of International Marketing . 1) Today, becoming

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international is a luxury only some companies can afford.

Answer: FALSE

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