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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

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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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pages. Author (s): Philip R. Cateora, John  
L. Graham. ISBN: 0073080063 (ISBN13:  
9780073080062) Edition language:

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Marketing . 1) Today, becoming  
international is a luxury only some  
companies can afford. Answer: FALSE

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