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International marketing is simply the application of marketing principles to more than one country. However, there is a crossover between what is commonly expressed as international marketing and global marketing, which is a similar term. For the purposes of this lesson on international marketing and those that follow it, international marketing and global marketing are interchangeable.

What is International Marketing?

Professor of International Business at Birmingham Business School, University of Birmingham, UK. Editor in Chief: International Business Review (IBR). Consulting Editor: Journal of International Business Studies (JIBS). I am a scholar with extensive experience in teaching, research and institution building. I have developed several Master and MBA programmes within top schools in Europe ...

PERVEZ N. GHOURI - Professor & Author

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International Marketing - Edinburgh Business School

Professor Pervez Ghauri ... and of European International Business Academy (EIBA). He has been awarded honorary Doctorates by Turku School of Economics and Management, University of Turku, and University of Vaasa, Finland. ... Ghauri, P.N. & Cateora, P., (2014), International Marketing, (4th Edition), London: McGraw-Hill. ISBN: 978-0077148157 ...

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professor pervez ghauri teaches international marketing and international business at kings college london. he has been editor-in-chief of international business review since 1992 and editor (europe) for the journal of world business, since 2008.

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In his academic career at the University of Colorado he has served as Division Head of Marketing, Coordinator of International Business Programs, Associate Dean, and Interim Dean. His teaching has spanned a range of courses in marketing and international business, from fundamentals through the doctoral level.

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Dr. Pervez N. Ghauri Professor and Chair of International Business Birmingham Business School Status: Married with one son ... Uppsala, Sweden (Specializing in Marketing and International Business), 1984. Supervisors: Professor Jan Johanson ... European International Business Academy (EIBA), since 2003. Elected EIBA Fellow, ...

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