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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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Note: Cateora and Ghauri consider international marketing in the absence of global marketing. "International marketing is the application of marketing orientation and marketing capabilities to international business. " Muhlbacher, Helmuth, and Dahringer (2006)

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International Marketing - Edinburgh Business School

International Marketing (Hardcover) Published March 13th 2006 by Irwin/McGraw-Hill. Hardcover, 702 pages. Author (s): Philip R. Cateora, John L. Graham. ISBN: 0073080063 (ISBN13: 9780073080062) Edition language:

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