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"International marketing is the application of marketing orientation and marketing capabilities to international business.

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Pervez Ghauri is Professor in International Business at Birmingham Business School. He is Editor in Chief for International Business Review (IBR) and Consulting Editor for Journal of International Business Studies (JIBS). He is a Fellow of AIB and EIBA and sits on the EIBA board. View Pervez Ghauri's website; View Pervez Ghauri's full CV (PDF - 527KB) Qualifications. PhD in Business Studies ...

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