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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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International Business at King ' s 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. "synopsis" may belong to another edition of this title.

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International Business Review (IBR) and Consulting Editor for
Journal of International Business Studies (JIBS). He is a
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