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International Marketing (14th edition), by Philip R. Cateora, Mary C. Gilly, and John I. Graham New York, NY: McGraw-Hill, 2009, 711 pages, ISBN 13: 978-0-07-338098-8, \$82.97. John E. Spillan Associate Professor of Business, School of Business , University of North Carolina at Pembroke , Pembroke, North Carolina, USA Correspondence john.spillan ...

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