



# International Business

By Michael Czinkota, Iikka A. Ronkainen, Michael H. Moffett

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### About the Author

Michael R. Czinkota is one of the foremost experts on international business and marketing in the world. His insights and counsel are frequently sought by the media, global companies, and governments all over the world. He is a frequent speaker on issues related to trade, trade policy, and global business strategies. His key research is in the field of export promotion and export development. He has served in the U.S. Government as Deputy Assistant Secretary of Commerce, where he was responsible for trade analysis and support of trade negotiations. He holds three honorary doctorates and advises universities around the globe. He currently serves on the faculty of The McDonough School of Business at Georgetown University.

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