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Professor Gilly has been a member of the American Marketing Association since1975 and has served that organization in a number of capacities, includingMarketing Education Council, President, Co-Chair of the 1991 AMA SummerEducators' Conference, and member and chair of the AMA-Irwin DistinguishedMarketing Educator Award Committee.

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Book Summary: The title of this book is International Marketing (Irwin Marketing) and it was written by Philip R. Cateora, John Graham, Mary C. Gilly. This particular edition is in a Hardcover format. This books publish date is Nov 09, 2015 and it has a suggested retail price of \$186.28.

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