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Ch. 7 Global Marketing *Global Marketing Keegan*

Dr. Keegan is Distinguished Professor of Marketing and International Business and Director of the Institute for Global Business Strategy at the Lubin School of Business, Pace University, New York City and Westchester.

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Dr. Keegan is the author of many books. His text, Global Marketing Management, Seventh Edition (2002, Prentice Hall, Inc.) is recognized as the leading Global Marketing text for M.B.A. courses around the world.

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