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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.

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Czinkota has written several International Business textbooks such as International Business (8th Edition), International Marketing (10th Edition), The Global Marketing Imperative, and Mastering Global Markets. His books have been translated into Spanish and Japanese.