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Professor Michael Czinkota (czinkotm@georgetown.edu) teaches international marketing and business at Georgetown University. His key books are International Marketing (10 th ed.) with Prof. Ronkainen and In Search for the Soul of International Business. He served as Deputy Assistant Secretary in the U.S. Department of Commerce in the Reagan Administration

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Czinkota was awarded the Significant Contribution to Global Marketing award from the American Marketing Association in 2007. [1] He is a prolific author and has written for newspapers such as The Washington Times , The Korea Times , Japan Today, Ovi Magazine, and Handelsblatt .

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