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Professor Pervez Ghauri teaches International Marketing and International Business at King’s College London. He has been Editor-in-Chief of International Business Review since 1992 and editor (Europe) for the Journal of World Business, since 2008.

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His international marketing research has been published in leading academic outlets such as Journal of International Marketing, Journal of Marketing, Journal of International Business Studies, and Harvard Business Review (in abstract). He has won seven teaching awards at the undergraduate, MBA, and executive MBA program levels.

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