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Profesor Emérito de la Universidad de Colorado en Boulder, recibió su Ph.D. de la Universidad de Texas en Austin, donde fue elegido miembro de Beta Gamma Sigma. En su carrera académica en la Universidad de Colorado se ha desempeñado como Jefe de la División de Marketing, Coordinador de Programas de Negocios Internacionales, Vicedecano y Decano Interino. Su enseñanza ha abarcado una amplia gama de cursos de marketing y negocios internacionales desde los fundamentos hasta el nivel de doctorado. Recibió la Universidad de Colorado Premio a la Excelencia Docente de Educador y de la Asociación de Marketing de Western Educador del Año.

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