

ABOUT THE AUTHORS

Philip R. Cateora Professor Emeritus, The University of Colorado at Boulder. Received his Ph.D. from the University of Texas at Austin where he was elected to Beta Gamma Sigma. In his academic career at the University of Colorado he has served as Division Head of Marketing, Coordinator of International Business Programs, Associate Dean, and Interim Dean. His teaching has spanned a range of courses in marketing and international business, from fundamentals through the doctoral level. He received the University of Colorado Teaching Excellence Award and the Western Marketing Educator's Association's Educator of the Year Award.

Professor Cateora has conducted faculty workshops on internationalizing principles of marketing courses for the AACSB and participated in designing and offering similar faculty workshops under a grant by the Department of Education. In conjunction with these efforts, he co-authored *Marketing: An International Perspective*, a supplement to accompany principles of marketing texts. Professor Cateora has served as consultant to small export companies as well as multinational companies, served on the Rocky Mountain Export Council, and taught in management development programs. He is a Fellow of the Academy of International Business.

Mary C. Gilly Professor of Marketing at the Paul Merage School of Business, University of California, Irvine. She received her B.A. from Trinity University in San Antonio, Texas; her M.B.A. from Southern Methodist University in Dallas, Texas; and her Ph.D. from the University of Houston. Dr. Gilly has been at UCI since 1982 and has served as Vice Dean, Associate Dean, Director of the Ph.D. Program and Faculty Chair in the school of business, as well as the Associate Dean of Graduate Studies for the campus. She has been on the faculties of Texas A&M University and Southern Methodist University and has been a visiting professor at the Madrid Business School and Georgetown University. Professor Gilly has been a member of the American Marketing Association since 1975 and has served that organization in a number of capacities, including Marketing Education Council, President, Co-Chair of the 1991 AMA Summer Educators' Conference, and member and chair of the AMA-Irwin Distinguished Marketing Educator Award Committee. She currently serves as Academic Director for the Association for Consumer Research. Professor Gilly has published her research on international, cross-cultural, and consumer behavior topics in *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing*, *California Management Review*, and other venues.

John L. Graham Professor of International Business and Marketing at the Paul Merage School of Business, University of California, Irvine. He has been Associate Dean and Director, UCI Center for Citizen Peacebuilding; Visiting Scholar, Georgetown University School of Business; Visiting Professor at Madrid Business School in Spain; and Associate Professor, University of Southern California. Before beginning his doctoral studies at UC Berkeley, he worked for a division of Caterpillar Tractor Co. and served as an officer in the U.S. Navy Underwater Demolition Teams. Professor Graham is the author (with William Hernandez Requejo) of *Global Negotiation: The New Rules*, Palgrave-Macmillan, 2008; (with N. Mark Lam) of *China Now, Doing Business in the World's Most Dynamic Market*, McGraw-Hill, 2007; (with Yoshihiro Sano and James Hodgson, former U.S. Ambassador to Japan) of *Doing Business with the New Japan*, Rowman & Littlefield, 4th edition, 2008; and editor (with Taylor Meloan) of *Global and International Marketing*, Irwin, 2nd edition, 1997. He has published articles in publications such as *Harvard Business Review*, *Journal of Marketing*, *Journal of International Business Studies*, *Strategic Management Review*, *Journal of Consumer Research*, *Journal of International Marketing*, and *Marketing Science*. Excerpts of his work have been read into the *Congressional Record*, and his research on business negotiation styles in 20 cultures was the subject of an article in the January 1988 issue of *Smithsonian*. His 1994 paper in *Management Science* received a citation of excellence from the Lauder Institute at the Wharton School of Business. He was selected for the 2009 International Trade Educator of the Year Award, given by the North American Small Business International Trade Educators' Association.