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Johny K. Johansson (Ph.D, University of California, Berkeley) received his Masters and Ph.D. from the University of California, Berkeley. At Georgetown, he teaches at both the undergraduate and graduate levels, and offers International Marketing consulting to a number of organizations including: Honda, Mazda, Volvo, and Fuji Film. Dr. Johansson's research interests are in the areas of International Marketing Strategy, Global Branding, Japanese Management, and Quantitative Analysis of ...

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