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Susana authored and co-authored several books and books chapters in International Business, International Marketing and Cooperation, in Portugal, the UK, Brazil and the USA. She has also been publishing articles in scientific journals in the fields on international business, international management and international marketing. She was awarded the Best International Marketing paper at the European International Business Academy (EIBA) in Fribourg (2006).

Susana has publications in International Business Review, The Journal of Global Marketing, The Marketing Review, and International Review on Public and Nonprofit Marketing, among others. She is a member and founder of Portuguese Academy of Marketing.

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