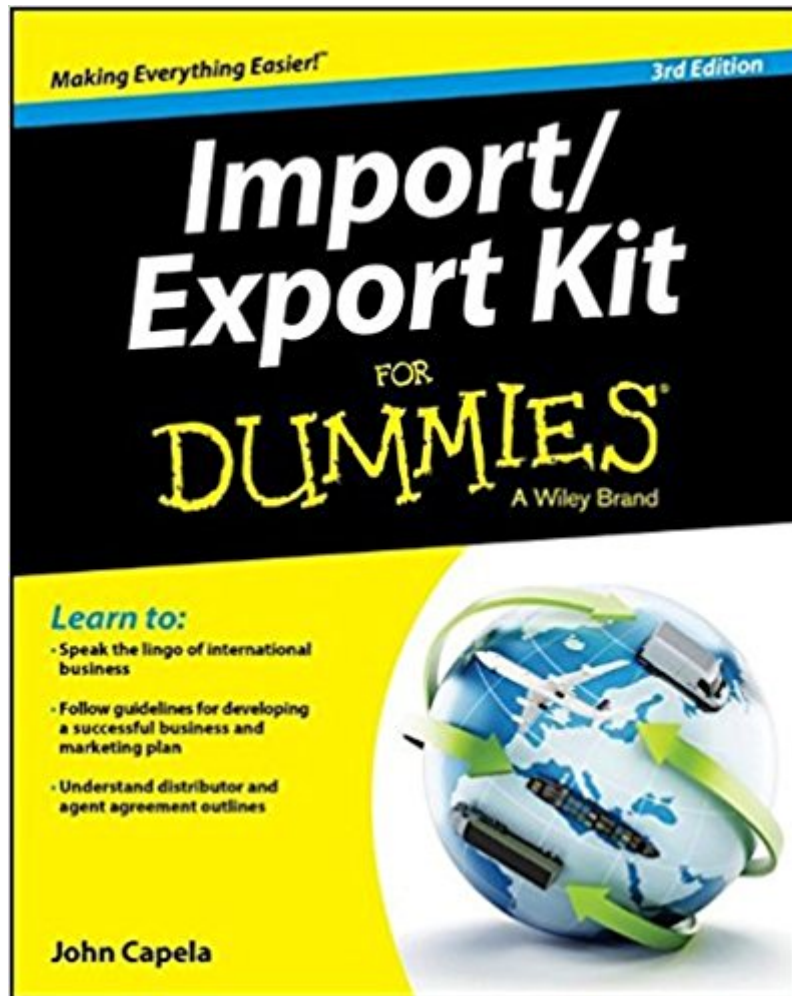




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# Import / Export Kit For Dummies



## Synopsis

Your easy-to-follow primer on the exciting world of import/export With an increased focus on global trade, this new edition of *Import/Export Kit For Dummies* provides entrepreneurs and small- to mid-sized businesses with the critical, entry-point information they need to begin exporting their products around the world—as well as importing goods to sell. Inside, you'll find the most up-to-date information on trade regulations, where to turn for additional guidance on seamlessly navigating the dreaded red tape, and much more. With significant changes in technology, expanding economics, and international trade agreements, the global marketplace continues to grow and change rapidly. In fact, companies that do business internationally are proven to grow faster and fail less often than companies that don't. This authoritative reference is packed with everything you need to get started, so why not get in on the game while the going is good? Gets you up to speed on the lingo of international business Shows you how to follow guidelines for developing a successful business and marketing plan Helps you understand distributor and agent agreement outlines Offers unprecedented insight on pinpointing the right markets for your import/export business Importing and exporting goods is a valuable way to expand your business and take part in the global economy, and this hands-on, friendly guide shows you how.

## Book Information

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## Customer Reviews

Learn to: Speak the lingo of international business Follow guidelines for developing a successful business and marketing plan Understand distributor and agent agreement outlines Take your business global; this friendly guide shows you how! Ready to start your own international

business or diversify an existing firm? Here's what you need to know to begin importing and exporting your products around the world. Learn to pinpoint the right markets, choose ideal products, negotiate on a global scale, and meet international requirements. Take the plunge • explore the international marketplace to see where your business fits and learn about rules and regulations governing import/export Choose the right products and suppliers • assess a product's potential and locate reliable overseas sources for imports and U.S. suppliers for exports Master marketing • identify your target market, research buyer behavior, develop product and pricing strategies, make contacts, and find customers Negotiation, global style • get familiar with the process of negotiation and research the culture of your marketplaces to learn the expected techniques Seal the deal • analyze payment methods, learn what documentation is required to ship exports, and find out about customs requirements affecting imports Open the book and find: Tips for choosing a company name How to draft an international sales agreement Essential licensing requirements Ways to vet your suppliers The effect of trade agreements like NAFTA Advice on pricing exports Success strategies for both import and export

John Capela has taught marketing, management, and international business courses at St. Joseph's College in New York for 20 years. He is president of CADE International, which provides consulting and training in international business including importing, exporting, licensing, and foreign investment.

This book is absolutely amazing. Being a novice I knew very little about import/export, but this book really hit a home run. It takes you through all of the important information that you really need to know about the subject. The section about rules and regulations in this book was very important and informative. How to organize your import and export operation was illuminating. Of special interest was the chapter about Ali Baba.com. The process of doing research on this site was very interesting and certainly worthwhile reading. One of the most important chapters was "identifying your target market and finding customers" • This without a doubt is the key to any successful business. In this chapter the author for gives you some real world pointers on how to go about this process. The chapter on "negotiating around the world" • was very interesting. It pointed out things that I was not aware. This book really takes you from the beginning stages of what you need to know to becoming a successful importer/exporter. The book "import/export kit for dummies" • is a gold mine of information. I would highly recommend this book to others. The author seems to really

know his stuff and his market.

Learning about exporting and this is a good starter to answer basic questions. Easy read for someone who has no knowledge off exporting. Dummies books are just easy to understand.

Great useable information for both the experienced and novice business person looking to expand or become familiar with the international business market. Easy steps to read and follow on the ins and outs of importing and exporting.

Very valuable entry information for import/export startup

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Really excellent books to read.Easy for you to understand about the import/export business.

I love these books. Very helpful. Step-by-step instructions yet they also have in-depth explanations.

It's a good read if your interested in the business of importing and exporting.

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