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policies. Calling upon the knowledge and expertise of industry professionals and government officials, the authors focus on the policies, procedures, and practices essential for success in the dynamic and expanding field of international trade.

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that starts with the Import Essentials. Our trainer ' s relaxed style and use of easy-to-understand terminology helps the importing newcomer to gain an invaluable foundation in the subject.

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sections begin each chapter with a list of learning objectives that establishes a foundation of important concepts explored within the chapter. This helps readers build an industry-specific vocabulary with key terms defined in context within the chapter then bolded and highlighted in the margin--plus a new appendix of industry

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changes in U.S. export-import trade policies/procedures, current trade trends, and key trade relationships. Shoemack and Mink Rath expand the discussion of how to identify and enter emerging markets and increase coverage of how global trade issues--such as cultural, political, economic climates--effect the textile and apparel

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This title provides the merchandising, marketing or business student with a guide for importing and exporting products, services or technology. It features case studies, professional interviews and an instructor's guide which provides outlines

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Exporting Essentials: Selling Products and Services to the World Successfully is for entrepreneurs and small business owners—the makers, movers, and shakers in our world—interested in taking their businesses to the next level of growth through exports. This short, hard-hitting

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book covers just the essentials, providing the tools you need to tap new markets. And it couldn't be more timely. In the old days, creating an international business was left to relatively few--those with the wherewithal to move boatloads of goods into foreign countries. But now, thanks to the Internet, businesses of all sizes have a

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huge new opportunity to sell both goods and services globally. Yet only 1% of all U.S. businesses export. Why? Typically, exporting begins with unsolicited inquiries from foreign customers on the web via email, website, blog, or posting on a Facebook page. People outside your country want your product, and they want

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borders, exporting is not just an option for ambitious entrepreneurs—it's an absolute must for building and sustaining a successful future. Typically, exporting first appears on the radar of small businesses as unsolicited inquiries from foreign customers on the web via your email, website, blog, or Facebook page. People

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outside your country want your product, and they want it now. The problem is that most small business owners do not know how to service these inquiries. What's the best way to ship goods? Do I need a license? Should I sell through wholesalers in specific countries or directly to consumers? How will I get paid?

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Reflecting the rapid rate of change in national and global trade regulations and economic conditions, this second edition contains extensive updates and enhancements of the first edition ' s data and citations; actual and prospective multilateral trade agreements, especially the TPP and TTIP; CFR, EAR, and BIS

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