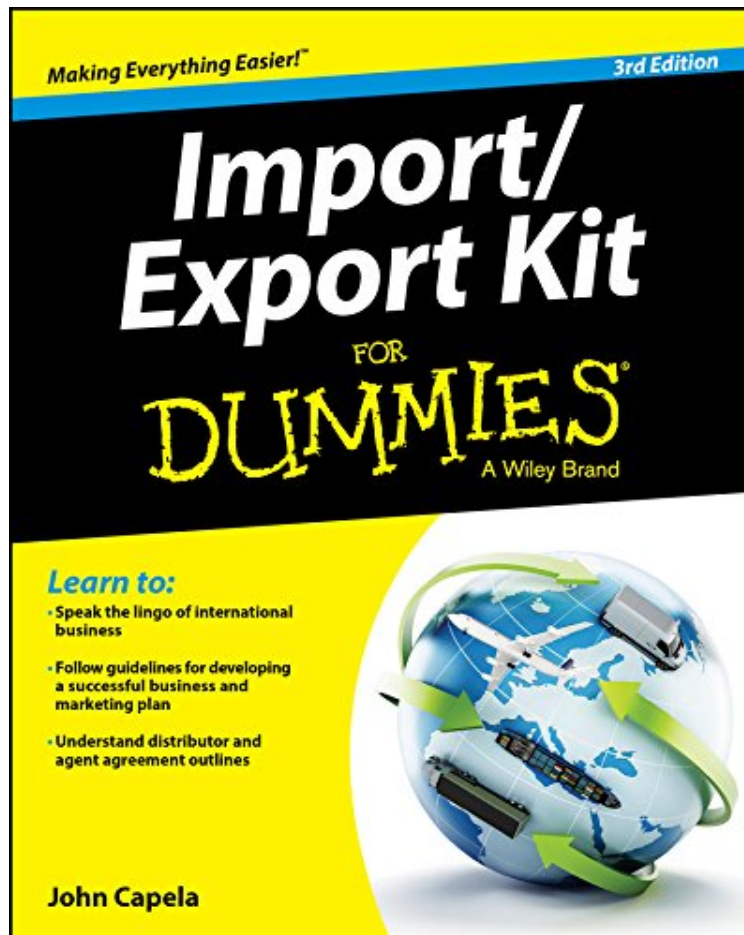


Import / Export Kit For Dummies

John J. Capela

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From the Back Cover 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 About the Author 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.