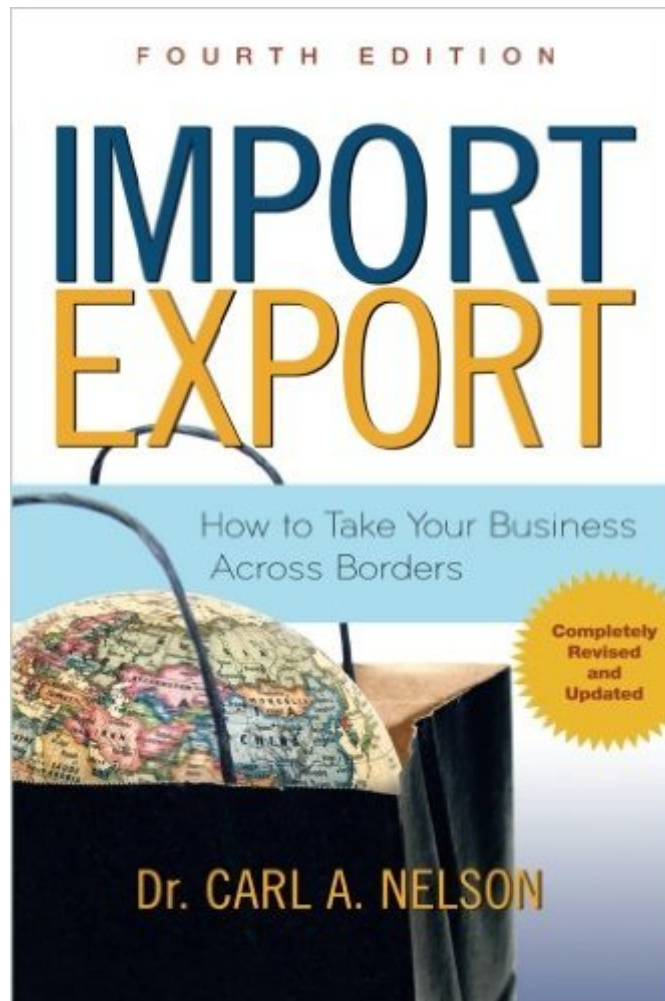


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# Import/Export: How To Take Your Business Across Borders



## Synopsis

Fully revised and updated-the go-to guide from an expert on international trade Doing business across national borders is more profitable than ever. In the exhaustively revised fourth edition, Import/Export provides step-by-step guidance to show you how to take part in the booming world economy.

## Book Information

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Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (14 customer reviews)

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## Customer Reviews

In first starting to learn this industry I did some research on which books would be best to start out with. This book won hands down along with one other. I'm now getting to learn this new business relatively fast. Thank you!

I really hate to leave negative feedback but with this book I feel compelled. I downloaded the sample first and loved what I saw. But when I got the full book its was pretty clear to me that this book was very outdated. I run an e-com business and want to learn how to navigate the exporting maze. This book still references building web pages with Dreamweaver and FrontPage. And using "Top Search Engines" Altavista, Infoseek, Excite.com, aol.com, lycos, hotbot. The only thing missing was compuserve and MySpace.Come on, man. It's 2016. e-Content is the easiest to keep updated. It really makes me wonder what other info in here is woefully out of date.Another HUGE pet peeve is the table of contents do not list what the chapter topic is about. It just says "Chapter 3" or "Chapter 5". It would be really helpful (and a basic feature) to list the titles of chapters in the TOC. I REALLY wish I could get my money back on this one. :(

The author explains the subject clearly, without overwhelming the reader with theory. His advice is practical, and apparently is drawn from actual field experience.

This book is amazing! Great content and also very well organized! Very easy to understand and practical in the real business world.

Amazing and easy to understand book. If you are starting off, this is the book to read. It explains the process to easily and in order.

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Clear and concise textbook all you need to know in Imp & Exp.

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