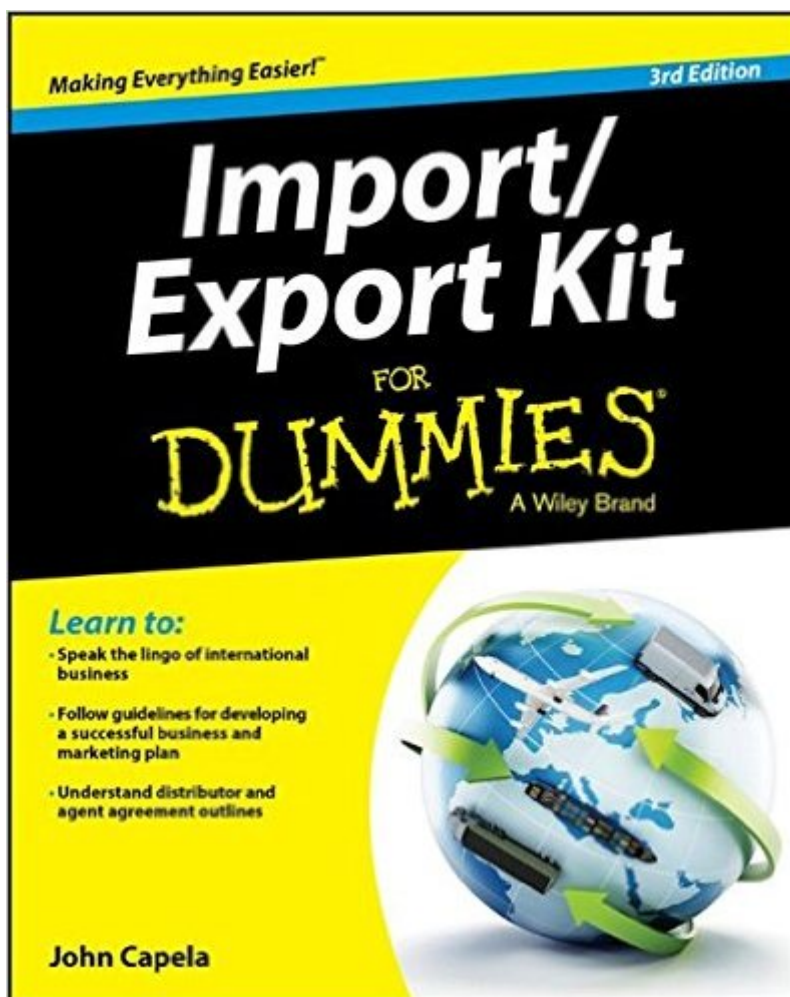


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# Import / Export Kit For Dummies



## 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 worldâ 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

I loved the 2008 edition of this book. It was an excellent, comprehensive and clear guide to starting and running an import/export business. But it was getting a bit out of date (I missed the 2012 edition), so I picked this one up. It's every bit as good as the original, plus includes important recent

material, plus has been expanded in other ways. The definitions, both in the text and in the glossary, help a beginner make sense of the often confusing jargon. The examples are just complex enough to be useful, no more. The organization is logical. Despite the "for Dummies" label, this book can bring you the entire way from beginner to expert. It starts from the beginning, teaches you the basics, tells you what else you need to know, and where to go to get it. You don't need a book that lists all information anyone in Import/Export would ever want, and if you had one it would be out of date immediately. This book is written for the do-it-yourselfer who knows something about some product or market and wants to understand the entire Import/Export process. It does not assume you work for a company with specialists, or that you're going to subcontract out much of the work. It does not assume you have any experience seeing this done. To the extent you do have some knowledge, this book will show you how to leverage that in your business attempt. Since 2008, the world has changed a lot, particularly in East and Central Asia: more challenges, more opportunities. Regulations and government assistance have actually simplified a bit, but competition is more intense and more varied. This book covers the changes clearly and comprehensively. Overall, this is a great text for a beginner in import/export, a valuable reference to an expert and a handy combination for everyone in between.

This book draws on the author's real-world experience and many years of teaching this subject at colleges in the New York area. It's an easy-to-understand one-stop resource for anyone considering entering the world of global commerce as an importer or exporter. It serves the newcomer as well as the experienced importer or exporter in serving up many useful tips on how not to get ripped off or tripped up on legal requirements. Very helpful is a chapter on ten "keys" on becoming successful in this business. Prof. Capela has taught thousands of men and women from all walks of life and business experience to get involved in international commerce and his book is filled with case studies and examples from his vast experience. Resources for further information are included at the end of the book. In all, a very useful guide for the global entrepreneur or would-be entrepreneur. Highly recommended!

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.

I've been doing import and export for over 8 years. This book will help anyone wanting to get into this line of work. Just so every one knows it's not an easy thing and a lot of money can be lost, the book makes it seem like it's very easy make sure you have all your steps covered so if you lose money it's not as much.

An amazing book. People who study economic or business should definitely buy this book. Highly recommend.

Very valuable entry information for import/export startup

I have been in the International trade all my life, and the best approach to learn about the business is your book that I gifted to a young man in my family. Thank you.

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

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