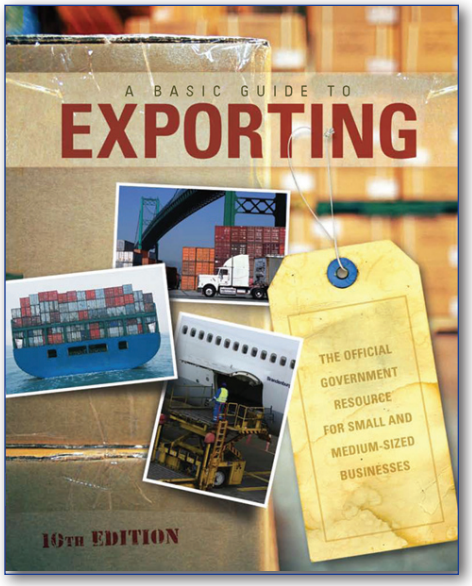
Grow your Business through Exporting



For more than 30 years, A Basic Guide to Exporting, an official publication from the U.S. Department of Commerce's International Trade Administration, has been the standard resource used by businesses to find answers to their questions about how to establish and grow overseas markets for their products and services. Whether a firm is new to exporting, or in need of a refresher on the latest ideas and techniques, this comprehensive guide--now completely revised and updated--provides the nuts-and-bolts information needed to meet the challenges of the world economy:

- How to identify markets for your company's products
- How to finance your export transactions
- The best methods of handling orders and shipments
- Sources of free or low-cost expert counseling.

Businesses also will find numerous real-life examples that illustrate the principles of exporting, samples of forms needed to export, and--in two valuable appendices--detailed information on how to obtain guidance and counseling offered by the Federal Government through its domestic network of 108 Export Assistance Centers, and through commercial counselors located in U.S. embassies abroad. 2007. Paperback

"A Basic Guide to Exporting is an invaluable resource for the beginner, the experienced person, and the student of international trade. The new version is even better and includes brief case histories that bring subjects to life."

ALAN WHITEBREAD
Professor of International Business, Texas Tech University

"Sourcing and selling goods around the world has never been easier, and more and more small U.S. businesses are competing and winning in the global economy. A Basic Guide to Exporting is a great source for anyone preparing to do business or to increase their sales overseas. We strongly recommend it to our customers."

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