

1. Record Nr.	UNINA9910459243603321
Autore	Msila Vuyisile
Titolo	Ubuntu : shaping the current workplace with (African) wisdom // Vuyisile Msila
Pubbl/distr/stampa	Randburg, South Africa : , : Knowres Publishing, , 2015 ©2015
Descrizione fisica	1 online resource (142 pages) : color illustrations
Disciplina	658.300968
Soggetti	Personnel management - South Africa Leadership - South Africa Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.

2. Record Nr.	UNINA9910136020103321
Autore	Delaney Laurel J
Titolo	Exporting : The Definitive Guide to Selling Abroad Profitably // by Laurel J. Delaney
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2016
ISBN	9781484221938 1484221931
Edizione	[2nd ed. 2016.]
Descrizione fisica	1 online resource (XXI, 585 p. 10 illus., 7 illus. in color.)
Disciplina	650
Soggetti	Business Management science Commerce Small business Electronic commerce New business enterprises Internet marketing Business and Management, general Trade Small Business e-Business/e-Commerce Start-Ups/Venture Capital Online Marketing/Social Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I Building Your Foundations for Exporting -- Chapter 1 Are You Ready to Export? -- Chapter 2 Writing an Export Business Plan -- Chapter 3 Prepping For Exports -- Chapter 4 The Human Side of an Export Enterprise -- Part II Creating and Using Online Marketing Platforms -- Chapter 5 Online Fundamentals -- Chapter 6 Creating a Social Media and Networking Presence -- Chapter 7 Using e-Commerce and Social Media Sites as Stepping Stones to Export Success -- Chapter 8 The E-Commerce Connectivity Craze -- Chapter 9 The Mobile World at Work -- Chapter 10 Marketing Your Business Worldwide -- Part III

Mapping Out Your Export Journey -- Chapter 11 Choosing a Product to Export -- Chapter 12 Exploring Your Territory -- Chapter 13 Preparing and Adapting Your Product for the Export Marketplace -- Chapter 14 Preparing Your Service for Export -- Chapter 15 Web Design with the World in Mind -- Part IV Developing Sales and Distribution Capabilities -- Chapter 16 Finding Cross-Border Customers -- Chapter 17 Methods of Exporting -- Part V Managing the Transaction -- Chapter 18 Transport, Logistics, and Fulfillment Options -- Chapter 19 Pricing and Preparing Quotations -- Chapter 20 Getting Paid -- Chapter 21 Booking, Marking, Labeling, and Insuring -- Chapter 22 Documentation, Export Licensing, and Other Procedures -- Part VI Keep Building Your Business -- Chapter 23 In Pursuit of Exceptional Export Service -- Chapter 24 Cross-Cultural Learning -- Part VII The Export Journey -- Chapter 25 Global Ethics -- Chapter 26 International Business Travel and Security Tips -- Chapter 27 Women Business Owners -- Chapter 28 New Challenging Frontiers in Emerging Markets -- Chapter 29 The Top Ten Export Business Markets -- Part VIII Export Mastery -- Chapter 30 Export Success -- Chapter 31 Essential Keys to Export Success.

Sommario/riassunto

“Laurel Delaney writes in a tremendous spirit of service to entrepreneurial and small business leaders navigating the opportunities of globalization. Whether leading a fresh startup, a small business, or an entrepreneurial growth company seeking greatness, the question of whether—and how—to go global must be addressed. Delaney shows yet again her passionate dedication to serving her readers with deeply practical guidance.”—Jim Collins, author of *Good to Great* and co-author of *Beyond Entrepreneurship* Gain the knowledge you need to market, sell, and fulfill orders internationally, taking full advantage of the Internet and the opportunities it creates. This book is the bible for entrepreneurs and small business owners taking their US businesses to the next level of growth through exports. Exporting empowers readers with the can-do confidence to tackle the challenges and opportunities of exporting, leading to greater revenues, stability, and profitability for your business. With 70 percent of global buying power lying outside US 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 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? 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 rules; interviews with trade and sector specialists; economic trends and shocks affecting export opportunities and risks in various regions and sectors; and the annotated selection of recommended exporting resource sites. *Exporting: The Definitive Guide to Selling Abroad Profitably*: Lays out simple steps and tips to conduct market research, find customers, open new markets, create an export business plan, get paid, and ship goods and services efficiently and profitably Shows you how to use the Internet and social media to mediate the exporting process and expand your international presence Details how the US government helps exporters and how to avoid foreign regulatory

pitfalls.
