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Sommario/riassunto	Learn how your business can tap into foreign markets In Export Now, two international business experts reveal the secrets to taking your company global. Offering a real-life strategy that businesses of any size can use to expand their reach around the world, this book is the ultimate guide to identifying, evaluating, and profiting from global opportunities. Essential reading for any company looking to expand abroad, the book explains the five essentials of international growth. All businesses know they need to get into new markets, but the lack of familiarity, the cultura