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Nota di contenuto	Part 1: Introducing Growth in Global Markets -- Chapter 1: Growth in Global Markets -- Chapter 2: Determining Your Role in Export Markets -- Chapter 3: Look at Global Marketing -- Part 2: Identifying Your Target Market and Finding Customers -- Chapter 4: Researching Export Markets -- Chapter 5: Making Export Contacts and Finding Customers -- Part 3: Negotiating around the World -- Chapter 6: What Makes Global Negotiations Different -- Chapter 7: Doing Business around the World -- Part 4: Completing the Transaction: International Trade Procedures, Regulations, and Practices -- Chapter 8: Making the Sale: Proposals, Shipping and Payment -- Part 5: The Keys to Global Market Growth -- Chapter 9: Keys to Becoming a Successful Exporter --

Chapter 10: Your Global Market Entry Plan -- Chapter 11: Complying with the Law at Home and Abroad -- Chapter 12: Selecting Foreign Representation -- Chapter 13: Governments, After Sales Service, and Foreign Travel -- Chapter 14: Building Working Relationships -- Part 6: World, National, and Your Economics -- Chapter 15: It's Time to Grow Your Global Markets -- Chapter 16: Conclusion -- Appendix A: Common Export Documents -- Appendix B: Sample Proposal – OEM Equipment -- Appendix C: Sample Proposal – Spares -- Notes.- .

Sommario/riassunto

Use this comprehensive primer to simplify exporting, discover exportable products and services, and determine and select the best target market entry alternative while ensuring that you get paid. US small- to medium-size business owners (SMEs with less than 500 employees) interested in entering foreign markets will learn how to overcome the most significant challenges and barriers to entering foreign markets. Firms operate in a worldwide economy responsible today for 40 million US trade-dependent jobs and approximately six million US factory jobs—roughly half of all manufacturing employment, whether or not they have any interest in global business activities. In the face of globalization, small businesses must evaluate their strengths, weaknesses, opportunities, and threats and then develop strategies that effectively respond to the globalized business environment in which they operate. If your firm is growth-oriented—and what business is not?—you should grow global markets as an important strategic option allowing you to: Reach new customers/markets with little or no competition Reduce dependence on a limited number of major customers Even out business cycle-related demand fluctuations Extend the life of niche products to new markets Develop a global network of contacts and partners that improves their offerings to established customers What You'll Learn: Determine your role in global markets Identify target markets and find customers Negotiate around the world Complete the transaction and understand international trade procedures and regulations Understand the keys to global market growth Follow sample forms and sales proposals.
