

1. Record Nr.	UNINA9910298166103321
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Titolo	Exporting Essentials : Selling Products and Services to the World Successfully / / by Laurel J. Delaney
Pubbl/distr/stampa	Berkeley, CA : , : Apress : Imprint : Apress, , 2014
ISBN	9781484208359 1484208358
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (244 p.)
Disciplina	658.848
Soggetti	Business Management science Business and Management, general
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	Contents; Author Note; About the Author; Acknowledgments; Introduction; Chapter 1: Are You Ready to Export?; How an Export Product Business Is Born; How an Export Service Business Is Born; How a Business Expands into New Foreign Markets; The Difference Between Product and Service Exports; People Power Drives Your Service Exports; What It Takes to Export; Assessment of You: The Global Mindset; Examining the State of You: The Global Mindset; Assessing Your Business: The Local Business Model; Assessing an Export Start-Up: The "Born Global" Firm; Summary Chapter 2: Writing an Export Business Plan Purpose of an Export Business Plan; Pitfalls of Not Having an Export Business Plan; Pointers for Developing an Export Business Plan; Three Types of Export Business Plans; The Back-of-the-Napkin Export Business Plan; The Traditional Export Business Plan; The Laurel Export Business Plan; Summary: Leaving You with Fun and Export Adventure on Your Mind; Chapter 3: Prepping For Exports; Line Up Your Export Dream Team; The Fab Four: Lawyer, Accountant, Banker, Logistics Expert; Start Small; Legal Considerations; Protect Your Intellectual Property Legal Protection in the Online Environment Domain Name Protection: Part of Your IP Protection; Other Legal Considerations: Labor Laws, Contracts, and Agreements; Opening Your Bank Account; Maximizing

Tax Benefits for Your Multinational Business; More Ways to Guard Your Bottom Line; Trade and Customs Duties; Interest-Charge Domestic International Sales Corporation; Summary; Notes; Chapter 4: Exploring Your Territory; Market Research-a Dreaded Chore, a Powerful Tool; Get Yourself Organized; Choosing Your Market-Pleasure, Profit, Competitive Advantage, or Challenge ?

Segmenting Your Product and MarketWill Your Product Succeed in Your Market of Choice?; Export Market Data: Where to Get It and How to Use It; Physical Locations; Small Business Administration; Department of Commerce; US Commercial Service -An Exporter's Gold Mine; Web Sites Brimming with Trade Statistics; TradeStats Express; USA Trade Online; Market Research Index; BusinessUSA; United States International Trade Commission; USEmbassy.gov; World Trade Organization; Other Federal-Export Assistance Resources; Export-Import Bank of the United States; Foreign Agricultural Service

Additional ResourcesLocal Colleges and Universities; Business Intelligence Companies; Other Places to Look for Market-Research Help; Foreign Trade; The Export Practitioner; Ease of Doing Business Rankings; The World Factbook; US and World Population Clock; World Bank Atlas Method; Euromonitor International; eAtlas of Global Development; International Trade Statistics Yearbook; Bureau of Economic Analysis; Binational Societies, Councils, and Trade Associations; Additional Instant Resources; Creating an Action Plan; Summary; Notes

Chapter 5: Preparing and Adapting Your Product for the Export Marketplace

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## Sommario/riassunto

Exporting Essentials: Selling Products and Services to the World Successfully is for entrepreneurs and small business owners—the makers, movers, and shakers in our world—interested in taking their businesses to the next level of growth through exports. This short, hard-hitting book covers just the essentials, providing the tools you need to tap new markets. And it couldn't be more timely. In the old days, creating an international business was left to relatively few-- those with the wherewithal to move boatloads of goods into foreign countries. But now, thanks to the Internet, businesses of all sizes have a huge new opportunity to sell both goods and services globally. Yet only 1% of all U.S. businesses export. Why? Typically, exporting begins with unsolicited inquiries from foreign customers on the web via email, website, blog, or posting on a 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? Help is here—Exporting Essentials, an abridged version of the author's Exporting: The Definitive Guide to Selling Abroad Profitably, equips you with the knowledge you need to sell and fulfill orders internationally. It also imparts a can-do spirit on exporting, leading to greater revenues, stability, and profitability for your business. Exporting Essentials: Selling Products and Services to the World Successfully: Lays out simple steps to conduct market research, find customers, open new markets, get paid, and ship goods and services. Shows you how to adapt your product or service for export. Provides insider tips and strategies to export efficiently and profitably. Explains how the U.S. government helps exporters. With 70 percent of global buying power lying outside U.S. borders, exporting is not just an option for ambitious entrepreneurs—it's an absolute must for building and sustaining a successful future.

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