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Nota di contenuto	Building an Import/Export Business, Fourth Edition; Contents; Acknowledgments; Introduction; Chapter 1: Your Big Idea: Is It Any Good?; Chapter 2: Is This Business for You?; Chapter 3: Setting Up Your Business; Chapter 4: Beginning with a Buyer; Chapter 5: Choosing Products and Suppliers; Chapter 6: Marketing in the United States and Abroad; Chapter 7: Money Matters; Chapter 8: Packing, Shipping, and Insurance; Chapter 9: Oh, Those Lovely Documents; Chapter 10: The Regulation of Foreign Trade; Chapter 11: NAFTA, GATT, and Other Trade Pacts; Epilogue; Appendix A: Sample Market Study Outline Appendix B: Guidelines for Business Planning Appendix C: Possible Sources of Financing for Your Business; Appendix D: Sample Supply Agreements; Appendix E: U.S. Export Assistance Centers; Appendix F: Avoiding Import/Export Scams; Appendix G: Letters from Store Owners; Index
Sommario/riassunto	This bestselling, up-to-date guide shows you how to start your own import/export business, from researching a raw idea to a successful launch to ongoing, profitable business operations. Complete with real-life examples from importers and exporters, it helps you every step of the way, from targeting a market and preparing a business plan to

dealing with foreign currencies, shipping procedures, customs requirements, and more. It also shares tips to help you take advantage of NAFTA and other trade pacts, plus online resources to help you start and grow your business.
