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Nota di contenuto	Cover -- CONTENTS -- FOREWORD -- 1. THE BUSINESS OF EXPORTING -- METHODS OF OPERATION -- The export merchant -- Locating goods and customers -- 2. YOUR BUSINESS RELATIONS -- ORGANIZING YOUR FIRM -- COMMUNICATIONS -- Cables -- Telephone -- Letterheads and supplies -- FINANCIAL ARRANGEMENTS -- Banking -- Letters of credit -- Drafts -- Export Credit Insurance -- Accountants -- Other brokers and export agents -- Currencies -- MARINE INSURANCE -- Types of policy -- SHIPPING COMPANIES -- Ocean carriers -- Railroads -- Trucks -- Airlines -- Parcel post -- CUSTOMS BROKERS -- 3. COSTS AND QUOTATIONS -- TERMS AND TERMINOLOGY -- Marking and strapping -- Terminals -- Weight or measure -- Bills of lading -- Misleading terms -- CIF and others -- Dock receipts and clean documents -- Quotation terms -- Minor allowances -- OPTIONAL EXPENSES -- Labels -- Samples -- 4. HANDLING SOME SHIPMENTS -- HERRING FOR HONG KONG, I -- Information necessary for costing -- Mechanics of export costing -- Recheck before cabling -- Export costing sheet -- FLOUR FOR GAMBIA, I -- Assessing suppliers' quotations -- Handling the counter-offer -- HERRING FOR HONG

KONG, II -- The letter of credit -- Ordering from supplier -- Shipping space -- FLOUR FOR GAMBIA, II -- The unclean shipment -- Hunting for a solution -- HERRING FOR HONG KONG, III -- Financing with buyer's letter of credit -- Claiming against the letter of credit -- Sight draft sales -- FROZEN FISH FOR FRANCE: USING THE FREIGHT FORWARDER -- Selecting the shipping route -- Costing the shipment -- Financing by back-to-back credit -- 5. THE BUSINESS OF IMPORTING -- KINDS OF ORGANIZATION -- BRINGING IN THE GOODS -- Finding a supplier -- Checking with customs -- Sampling the market -- RESELLING THE GOODS -- Price structure -- Terms -- CURRANTS FROM TASMANIA -- Dealing with an insurance claim -- APPENDIXES -- TRADE TERMS. EQUIVALENTS -- INDEX -- A -- B -- C -- D -- E -- F -- I -- L -- L -- O -- P -- Q -- R -- S -- T -- U -- W.

Sommario/riassunto

The purpose of this book is to describe, not in broad economic terms, but in daily practical detail, the work of the exporter and importer.
