



Entrepreneur Magazine: Starting an Import / Export Business

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From the source you trust most-everything you need to start up, grow, and prosper in international trade...

If you're excited by the opportunities you see in international trade but nervous about facing a world of problems you don't understand, you've come to the right place. In *Starting an Import/Export Business*, the experts at Entrepreneur Magazine help you break into this fast-growing field and thrive. You'll find the whole story on the import/export business in this easy-to-use guide--clear concise information that demystifies the foreign trade process and explains precisely what clients expect from import/export services.

In addition to all the basics you need to start your own business, this book is loaded with helpful statistics on international trade with 17 countries, sample documents, and resource listings. You'll learn about trade regulations, how to deal with customs services, and the best ways to protect trademarks and copyrights. You'll discover the best places to go for working capital, how to attract clients, and when to hire consultants.

You'll also learn how to:

- * Price goods and services and calculate exchange rates.
- * Choose the best payment method for each transaction.
- * Cope with international legal issues.
- * Manage your company's finances.
- * Market your services both at home and abroad.
- * Hook up with import and export distribution systems.

There's never been a better time to launch yourself into the exciting world of international trade, and *Starting an Import/Export business* is the ideal book to get you going.

ENTREPRENEUR Magazine is the banner publication of the Entrepreneur Magazine Group. It has the largest newsstand circulation of any business monthly and has a total ABC audited circulation of 385,000. The Entrepreneur

Magazine Group also publishes Business Start-Ups and Entrepreneur in Mexico, as well as videos, audiocassettes, and software that deal with business start-up management.

Also available from the Entrepreneur Magazine library: Making Money With Your Personal Computer, The Entrepreneur Magazine Small Business Advisor.

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Editorial Review

From the Publisher

In today's increasingly competitive economy, international markets can no longer be overlooked. This straightforward resource covers all the basics including prospecting new markets, NAFTA, currency exchange, competitive pricing, legal issues and doing business in emerging markets. Contains sample documents, resource listings and a complete glossary of key international trade and business terms.

From the Back Cover

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About the Author

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