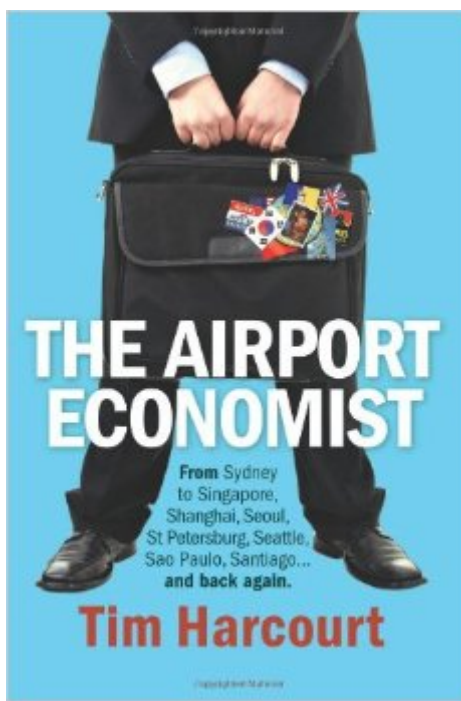


The book was found

The Airport Economist



Synopsis

Traveling the globe in pursuit of the whys and wherefores of Australian international business success, this narrative unravels the economic life of several diverse countries. From Sydney, Singapore, and Seoul to St Petersburg, Seattle, and Santiago, this witty and informative guide draws from interviews with business leaders, entrepreneurs, government officials, academics, farmers, and even celebrities to uncover the world of export beyond economic textbooks and financial spreadsheets. With a clever turn of phrase, clever observations, and the grunt of supporting data, this investigation paints an eccentric and uncommon picture of financial fortune down under.

Book Information

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Average Customer Review: 4.3 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

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Customer Reviews

This book is fun, and informative. It could well be just the book to read on a flight as you take Mr Harcourt's advice to 'Go forth and export!' The book has a particular Australian focus but many of the points are relevant to those seeking to understand the dynamics of international business success, and the delicate balance between art, science and culture. I enjoyed the snapshots of other countries and the insights into what appears to work in a dynamic world where relationships can be as important as formal country to country agreements. Custom, culture and presence are each important in many markets, and effective relationships take time to build. I am delighted to know that Tim Tams are kosher, and pleased to read that we export them to Israel. I am equally delighted to read that we export Billabong and Rip Curl (surfwear) to Europe - including France. Mr Harcourt combines humour, simple but effective explanation with comments by business leaders,

government officials and others involved in the world of exports. Interviewing Megan Gale in Milan and watching Sachin Tendulkar building an innings in Mumbai are important, but using the characters of `Kath and Kim' to explain the working of an export market is simply brilliant. And fun as well. Throw in the Airport Economist's ten commandments and a number of interesting websites and economics appears much simpler. Jennifer Cameron-Smith

I enjoyed this book as it is full of insightful commentary on various locations around the Globe, but I found it a bit self-indulgent in the sense it was like a diary of the authors travels. While business owners might get some value from direction of markets in other countries, they'll have to read through a very slanted Australian prospective. Don't think Freakonomics and you won't be disappointed.

Tim is an amazing author. Very engaging and sharp mind, with fresh & juicy humor. This book gives you a most up-to-date snapshot of countries' economies and quality of life from a well traveled author.

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