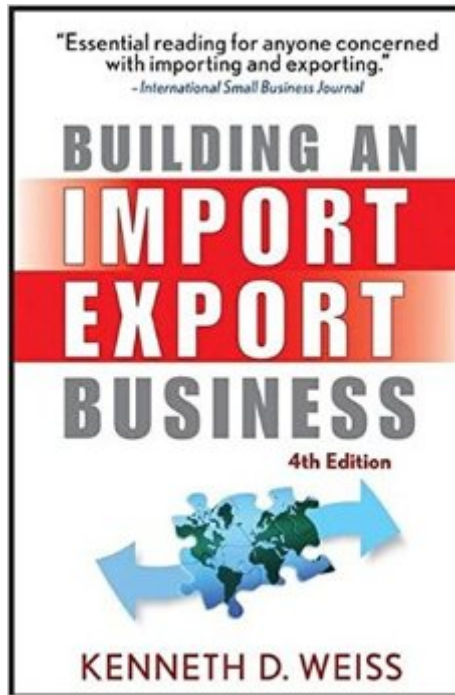


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# Building An Import / Export Business



## Synopsis

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.

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## Customer Reviews

The author of this book is very experienced, and it shows. He also conveys the sheer excitement of owning an export or import business unlike any other other book I've read. And if you can't be excited about what you're doing, why are you doing it? Unlike other books, he also starts out with a self-examination (yours) about how you would fit into such a business. Understanding the personal side of the business, yours and your business contacts, is arguably more important to success than understanding the mechanics of the business. Thus this book is an exceptional preparation for the business as a whole. I also liked that many points are illustrated with vignettes, small stories from experience that make the points much easier to understand. But as is often true, I found some of the information simplistic, such as the financial forecasting which was back-of-the-envelope, nothing you could ever run a business on. I also found that a considerable portion of the references to online sources were obsolete, essentially useless. Online references, even government ones, are too dynamic to publish, and I wonder why anyone even does that. From the overall tone of the book, I

suspect the author has experience as an ex/im broker, that aspect of the business that has the lowest overhead and investment. If attractive to you, you definitely want to have this book. If you are a merchant importer or exporter, you will also want this book as it contains all those bits of deep experience of the kind you cannot find anywhere else.

I found this book informative and useful. I would look forward to an update (new edition), but the book is well written and an easy read. I have read most of the books in this area, and personally find the this book and the Import/Export Kit for Dummies book the best. The Maritza book is just OK. The Johnson book Import/Export Procedures and Documentation published by the American Management Association (AMA) is very thorough, but it reads more like a college textbook and is very expensive.

This book is easy to follow, well written and actually fun to read (if you are reading it, you probably find this interesting). I look forward to getting a business started soon. The people's comments about needing an update is correct. Some of the url's are out of date.

What a difference it makes, to read a book written by someone who actually has vast experience and knowledge of his subject area and who is able to translate that knowledge onto paper using an easy to read style for others to read. I've tried a few books on this topic, and its easy to spot the waffle. This book is a gem, which also offers web links to very useful information one will need, its an excellent must read for anyone interested in building up and import/export business. A highly recommended read!

Some good information in this book. It was a little outdated, but I understand that this business is very fluid and changes all the time. Most of the business information was common-sense, practical stuff. I wish the authors had given more concrete examples of what to expect when you actually start exporting and importing goods, and which countries to avoid, and for what reason, etc. Still a good book with basic information that is useful to someone trying to get into export-import.

I am planning to open import business in US and still confused a lot of step. But this book help me to explain so many issue and idea for my business

This book is written in a way that makes it very easy to read. It is jam-packed with information, and

all placed in a sensible context. The author illustrates every point with examples from either his own experience, or those of others. Worth the price!

Excellent book for any one who want to start import export business and dosent know how and what and where and whome. It's help me a lot and it mad the picture of import/export clear for me.but some links not working need update.

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