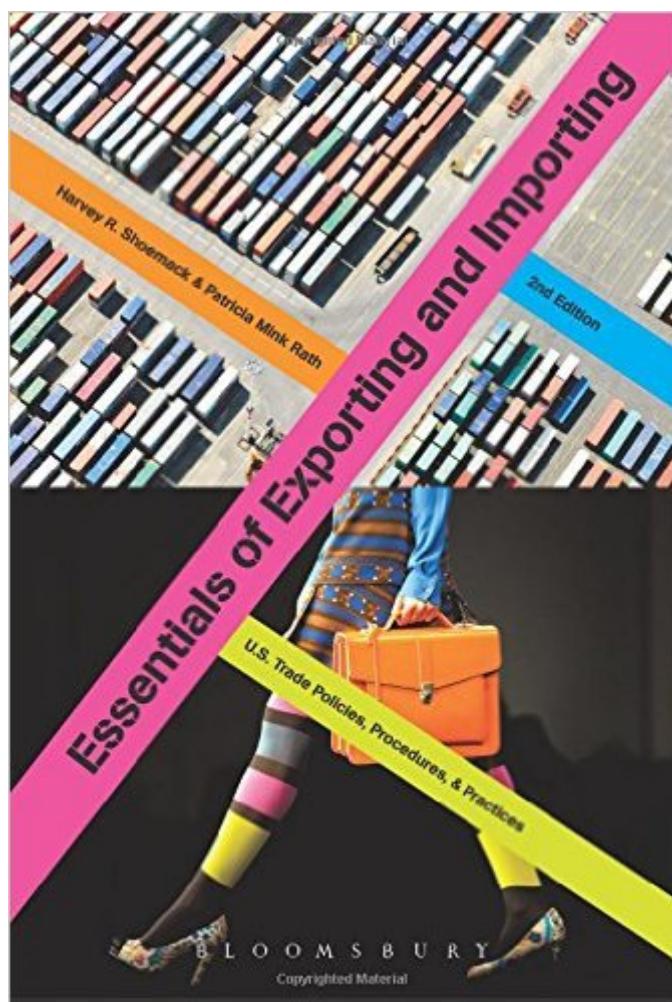


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# Essentials Of Exporting And Importing: U.S. Trade Policies, Procedures, And Practices



## **Synopsis**

Essentials of Exporting and Importing provides the merchandising, marketing, or business student a practical, basic guide for importing and exporting products, services, or technology in a global economy. This fashion industry focused text will help readers learn what is necessary to carefully and thoroughly analyze a company's internal and external resources in order to grow and generate profits in a global marketplace. Fully updated with information on recent changes in U.S. export-import trade policies and procedures, current trade trends, and key trade relationships, this edition discusses how to identify and enter emerging markets and covers how global trade issues-such as cultural, political, and economic climates-affect the textile and apparel industry. New to this Edition: ~New chapter opening vignettes provide real life examples from the fashion industry~Brief case studies of companies and entrepreneurs highlight chapter content in practice. Examples include: "Hall & Madden: Providing Customers with Bespoke Shirts at Department Store Prices" (Ch 2), "Basics of Exporting: Health and Beauty Aids for Africa" (Ch 4), and "Patagonia's Support of Growth and Sustainability" (Ch 9) ~New Chapter 10 provides four longer case studies relevant to exporting and importing

## **Book Information**

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## **Customer Reviews**

I've been using this book for my supply management class and it simply sucks. There are so many typos and the quizzes are extremely tricky and made purposefully for the students to get them wrong. I wouldn't buy this book for \$1.

It was very clean and shipping was so fast.I was satisfied.

Good to learn, and good to read!

Very informative

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