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# Export & Import - Winning In The Global Marketplace: A Practical Hands-On Guide To Success In International Business, With 100s Of Real-World Examples



## **Synopsis**

Export & Import - Winning in the Global Marketplace is a practical handbook for how to conduct international business. Each chapter has a complementary You-Tube video introduction. The book suits the person who is new to international business and representatives of business organizations who want to improve their skills for a more advanced professional approach. The author takes the reader step by step through topics such as culture, women in international business, researching market information, finding and activating a foreign representative, setting up distribution channels, export pricing, shipping, how to get paid, dealing with different currencies, adapting products/services, sales material and your organization to new markets, legalities, staff training and much more. The book finishes with overviews of the future of the world economy and technology as they influence international business. The text contains hundreds of real-life examples from the author's over 45 years of experience conducting international business in 100 countries. It also presents case studies from other business people and organizations. Most chapters are divided into two sections. The first delivers basic information and the second, more detailed coverage of the chapter topic. Each chapter has a summary, checklists, and exercises that allow the reader to apply what has been learned as they answer the questions. Also included are links to relevant web sites. The book provides information about international markets in easily understandable language, with step-by-step approaches for every element of business activities, clear descriptions and facts along with a multitude of practical examples, how to find and activate a foreign business partner and the differences between doing business in a variety of markets. The content and learning concepts have been tested and proven. Hundreds of international companies and more than 5000 students and executives have participated in Export Pro Inc.'s educational and professional development programs and used books written by Leif Holmvall. For sample pages of the book, introductory webinars and a list of the contents, visit [www.exportpro.com](http://www.exportpro.com). A teacher's handbook is available for qualified educators.

## **Book Information**

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## Customer Reviews

I help international companies succeed in the United States. I have been doing this as a consultant for over 10 years. Before that, like the author Leif Holmvall, I traveled the world for 12 years as an international salesman. I share this with you so you have some idea of the qualifications I possess to make this recommendation. Simply put, Leif has succeeded where academia and government organizations (Small Business Administration, etc...) have failed in creating the first useful, practical, easy to digest guide for taking your private business global. To Business Owners Everywhere: If you read this book, plan as he says, engage local experts to use as a sounding board and to advise where needed, and then fully commit your company to this endeavor YOU WILL SUCCEED. More than that you and your company will grow not only from increased international sales but also from the agility and product innovation that comes from competing in a broader world market. I highly recommend this book be read cover to cover and then kept readily accessible in your company's business library as a resource to continually guide you through the global expansion process. Mike Gomez President, Allegro Consulting - the business growth specialist Growth is Everything[...]

I have taught higher education international business and marketing courses for over 21 years. During this time I have used or reviewed numerous texts for several levels of instruction in international business, marketing, export/import and international negotiations. Most of the texts used in colleges and universities today tend to be academic, theoretical and can cost a student upwards of \$200. There is a vast need for export/import texts and ancillary teaching materials to satisfy the needs of corporate/executive training, seminar/workshop, community college, small business development and international trade center markets, as well as the university level. In my professional opinion, I believe that, in its class and price range, Export & Import: Winning in the Global Marketplace by Leif Holmvall is the best book on today's export/import book market. It is far superior to export/import books produced by government agencies, other authors and publishers. The major strengths of this text (and soon to be available teacher's handbook, Power Point presentations, group work exercises and exams) is its clarity, conciseness, ease of reading,

excellent illustrations and graphics, practical hands-on approach, supported by real world examples. This book will serve both the beginner and the seasoned export/importer as a valuable, comprehensive, text and reference guide. This book reflects the world-wide experience and entrepreneurship of the author as a successful practitioner and not that of merely a theoretician. Gene J. Malvino Professor (retired) International Business and Marketing, Small Business Development and International Trade Center Export Business Coach

Export and Import, Winning in the Global Marketplace is a great book for experienced people and even those starting out new in this business. Here at Kimaya Enterprises i have learned a great deal from his valuable experience and insight. It has given me fresh ideas to implement and new ways to do business internationally. Keep up the good work Mr. Lief, this book is brilliant !

I bought this book about import & export written by Leif Holmvall and I must say it is fascinating from the very first page. It is incredible how Leif can concentrate a high volume of information in clear and concise phrases and eventually come to useful conclusions that help the reader take the next steps in the right direction. This is definitely the best book I bought on this subject ever. Easy to read as well.

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