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Ready, Tech, Go!: The Definitive Guide To Exporting Australian Technology To Europe



Synopsis

Are you a small technology business owner who wants to take your business to the European market? Do you find it hard to find practical information about how to get in front of (and convince) the right decision makers? Based on the experiences of numerous companies involved in the technology industry, this book is a definitive guide to growing and expanding your interests to international markets to ensure your long-term business survival. With more than 15 years' sales experience in the European market and a high-achiever in the exporting field, Christelle Damiens understands that Australian SMEs are looking to grow internationally, but often lack the time, plus the financial and human resources, to make it happen. Over the past decade, she has developed a powerful 7-step exporting framework tailored specifically to the needs of high tech companies to enable them to export successfully to Europe. **READY TECH GO!** provides you with a practical step-by-step process to securing every milestone on your exporting journey while, at the same time, lowering risk and maximising results.

Book Information

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Customer Reviews

Figuring out how to export is one of the most challenging issues facing any business in a position to

export. Christelle Damiens is very good at explaining both the challenges and the opportunities - and there is no doubt that she is totally across exporting into Europe. Her advice is current, detailed and very practical - a great book, worth far more than the retail price.

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