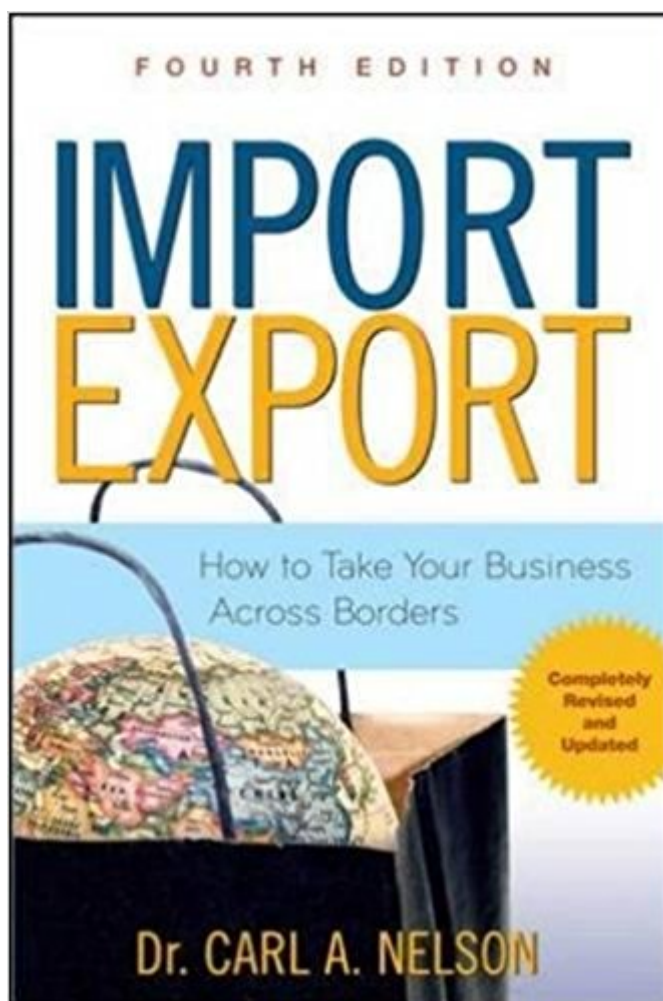


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# Import/Export: How To Take Your Business Across Borders (Business Books)



## Synopsis

Fully revised and updated-the go-to guide from an expert on international trade Doing business across national borders is more profitable than ever. In the exhaustively revised fourth edition, Import/Export provides step-by-step guidance to show you how to take part in the booming world economy.

## Book Information

Series: Business Books

Paperback: 352 pages

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Average Customer Review: 4.5 out of 5 stars 17 customer reviews

Best Sellers Rank: #120,796 in Books (See Top 100 in Books) #20 in Books > Business & Money > International > Exports & Imports #146 in Books > Textbooks > Business & Finance > International Business #264 in Books > Business & Money > Management & Leadership > Training

## Customer Reviews

Dr. Carl A. Nelson is a specialist in international trade with more than 40 years of global experience in government and private business. An author of seven books about international trade and economics, he is a professor of International Business at the School of International Management in San Diego, CA.

I really hate to leave negative feedback but with this book I feel compelled. I downloaded the sample first and loved what I saw. But when I got the full book its was pretty clear to me that this book was very outdated. I run an e-com business and want to learn how to navigate the exporting maze. This book still references building web pages with Dreamweaver and FrontPage. And using "Top Search Engines" Altavista, Infoseek, Excite.com, aol.com, lycos, hotbot. The only thing missing was compuserve and MySpace.Come on, man. It's 2016. e-Content is the easiest to keep updated. It really makes me wonder what other info in here is woefully out of date.Another HUGE pet peeve is

the table of contents do not list what the chapter topic is about. It just says "Chapter 3" or "Chapter 5". It would be really helpful (and a basic feature) to list the titles of chapters in the TOC. I REALLY wish I could get my money back on this one. :(

Great book for learning the import and exporting game

In first starting to learn this industry I did some research on which books would be best to start out with. This book won hands down along with one other. I'm now getting to learn this new business relatively fast. Thank you!

good book.

Amazing and easy to understand book. If you are starting off, this is the book to read. It explains the process to easily and in order.

Great book. Very affordable!

thank you!!!

This book is amazing! Great content and also very well organized! Very easy to understand and practical in the real business world.

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