

## **Book presentation**

### **Export & Import - Winning in the Global Marketplace - A Practical Hands-On Guide to Success in International Business, with 100s of Real-World Examples.**

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 the game and representatives of business organizations who want to improve their skills for a more advanced professional approach.

The book 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 organizations to new markets, legalities, staff training and much more. The book finishes with overviews of the future of the world economy and technology. The text contains hundreds of real-life examples from the author's over 45 years of experience conducting international business in about 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 hundreds of real-life 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.

#### **Export & Import - Winning in the Global Marketplace will:**

- Provide information about international markets in easily understandable language
- Deliver practical methods for how to do business, transport goods, securing payment, etc.
- Outline step –by -step approaches for every element of business activities, to achieve results

- Supply clear descriptions and facts along with hundreds of real -life examples
- Show the benefits of international business and outline how to become more profitable
- Describe how to get an organization ready for international business
- Show how to find and activate the foreign business partner
- Teach the differences between doing business in a variety of markets and compare with domestic markets.
- In each chapter, cover pros and cons, a summary, a checklist, a list of other resources, references and exercises so the reader can practice the concepts.
- Reference a range of commercial activities including consumer goods, industrial goods and services and highlights how to avoid making mistakes
- Provide links for other resources for information on countries and cultures

### About the author

Leif Holmvall, owner of Export Pro Inc. ([www.exportpro.com](http://www.exportpro.com)) has been doing business for 45 years in about 100 countries. He has lived and worked in both Europe and in North America. He has assisted hundreds of companies to enter and become successful on foreign markets. He is the author of numerous books and articles on international business. Over 5000 business people and students have attended his seminars and workshops in Europe and North America.

Export Pro Inc. [www.exportpro.com](http://www.exportpro.com)

For sample pages of the book and a list of the contents, visit [www.exportpro.com](http://www.exportpro.com)

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