

Reading Instructions

This brief reading instruction will assist you to get the best results from this book. There are twelve chapters plus a glossary and index. Each chapter is self-contained with information and examples. Most include exercises so that you can practice what you have read. In the first chapters you will find general background that will give you a perspective on the global market and its opportunities and challenges. The following chapters are more focused on each topic. There is a special chapter on Importing, but since many exporting activities are also valid for importing, the chapter only contains coverage of topics very specific to importing. You need to understand the different aspects of exporting before reading this chapter. Each chapter has an introductory video with the URL address and a QR code. I suggest you start watching the video before you read the chapter.

To make it easier for you to work through some of the more extensive material, I have divided most chapters into two parts. Part One is basic, to give you key information. Part Two provides additional details and examples. The chapter, "Practicalities and Cultures in International Business", is even more extensive so it has been divided into three parts. To get the most benefit from that chapter, read at least the two first parts. You will find some repetitions in the book, mainly because I want to remind you of some of the more important points. Each chapter has a summary that also can be used as a check list.

I have included numerous references to more sources such as websites, with specific websites related to each chapter. For example, the chapter on Market Research includes instructions for doing market research: however you will find more resources related to market research in other chapters. Those websites should also be used in your market research along with sources on currency and payments in the Risk chapter. On our website (www.exportpro.com) you will find a full list of Links to websites for each topic. (<http://www.exportpro.com/pages.php?id=15>)

Conducting global business is a journey through different cultures. I will be your guide to reaching your international business destinations.

The best approach is to watch the videos and read through all of the information in each chapter, from beginning to end, to get a full understanding of the concepts presented. However, if you want to start with an overview you could always read the first part of each chapter, and then go back later on to study the more detailed information.

I don't want you to just accept what I am saying. For that reason, I will sometimes start with a provocative statement or a faulty solution or provoke you. Sometimes I may point you in the wrong direction with a "confusing" answer in order to get you thinking creatively. That way, you will better understand the right answer, which will always be included. For example, basing your export price on the domestic market or your manufacturing costs may seem logical, but you will learn they have nothing to do with your pricing in overseas markets.

There are topics you can easily find more information about on the web. In those cases I will give you the necessary background and then guide you to additional information. The extra resources will also allow you to access the most updated information such as delivery terms and Incoterms and some examples. I will teach you about the alternatives to getting paid and the pros and cons of different payment methods, but if you want to learn more details on letters of credit, your bank can give you a complete book on the topic, you can locate books at the library or you can read more on the web. I will describe the importance to you of trade agreements and provide an overview of Trade Unions like European Union and NAFTA but for detailed information, I will direct you to useful websites for additional information.

The world and the global business environment are continuously changing. You will have to keep your knowledge up-to-date. I will also keep you updated on my web site (www.exportpro.com). If you have a suggestion for a good resource, send the link and information to book@exportpro.com and I will add it if I decide it is valuable. We will not link to individual company websites.

Good luck in your success in international business. I look forward to hearing your feedback.

Leif Holmvall, Export Pro Inc.