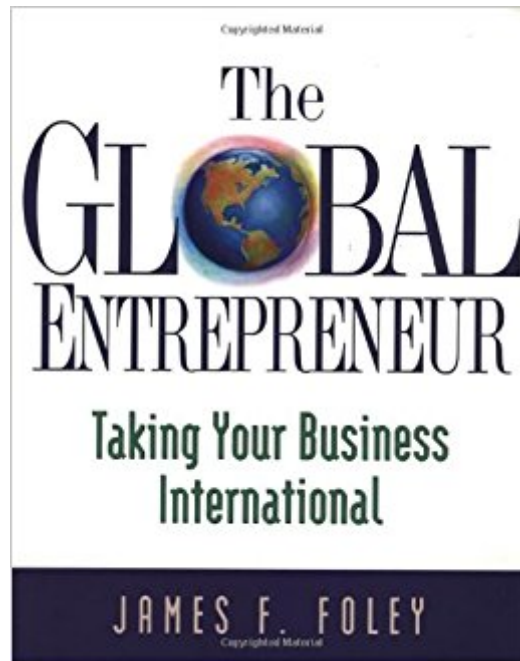




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The Global Entrepreneur: Taking Your Business International



Synopsis

Uncovers all of the hidden secrets of doing business in the real world. Provides an ideal personal reference and an invaluable resource for instructors of international trade, training programs, executive education, undergraduate courses, and fast track MBA programs. Softcover. DLC: Export marketing--U.S.

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Customer Reviews

Thank you

This book helped me understand the fundamentals of international business as well as several decision variables involved in making good judgement about the trade.

I used this book as the primary text in an introductory International management course for undergraduate students. It is a great resource and enables readers to focus on the nuts and bolts realities of the hard work it takes to achieve Global market success. This book belongs on the shelf of every manager.

As a newcomer to the "world of global business," I was searching for one resource that would quickly build my understanding of the various aspects of the international arena. I was thrilled to discover *The Global Entrepreneur*, by James Foley. This book covers everything from basic definitions to the broad issues of "how," "why," and "when" to go global, while also providing solid

information on specific topics such as logistics, marketing, relationship building, strategic planning, and using the internet. And it accomplishes all this in an informal, easy to read and understand style. Mr. Foley writes in a conversational manner, taking information that could be quite dry and boring, and making it interesting and exciting. As an added benefit, the book also includes numerous other resources to enhance your research and exploration of the global arena. The Global Entrepreneur offers a wealth of information and is a practical resource/reference book for anyone involved in, or becoming involved with, global business.

Mr. Foley takes it right from the start - from solid information on whether to even consider making international sales, all the way through to direct foreign investment. Along the way he provides detailed examples, reference materials, and a number of excellent resources that take the mystery out of international sales. Perhaps most importantly, this is not a regurgitation of MBA material on the subject - Mr. Foley has directly relevant experience, having spearheaded international expansions earlier in his career and now advising companies on how to achieve their global potential. This is an excellent reference that our company continues to use as we expand to new markets globally and work to increase our share in markets we're already addressing.

Foley's book, The Global Entrepreneur, is an excellent resource for anyone interested in international trade, and the multi-faceted considerations one must give to the endeavor. It is particularly helpful to those interested in export sales, and marketing, with an insightful view to a variety of approaches a business person can take to the marketplace. The book addresses Self-assessment and Market Research, Business Preparation and Developing Global Partners, Logistics and Finance, and Sustaining Success. Foley successfully demystifies global business, and walks the business person with an interest in global markets from the idea stage through to long-term customer relationship management. This is a great read.

This book is extremely hands-on and practical for small business owners and even consultants specializing in the field of international trade. Some of the most arduous tasks for new-to-export are explained in a very readable and comprehensible format. These include international pricing determination, performing product research using Harmonized Codes system and even categorizing countries with the highest probability of export potential for products and services based on suggested research results. I found very interesting also the author's explanation of the overwhelming impact of the Internet in international trade transactions and suggested steps to take

advantage of the Web as a means to conduct business. I highly recommend it.

This is an excellent source for everything from foreign market evaluation to the documentation for your first sale. Well written and enjoyable to read. While starting out in the game of global enterprise, I have a lot of questions. The questions are being answered, plus all the ones I didn't know I needed to ask. The book excites me to pursue the markets. Before hand I thought it would frighten or discourage me, reading about all the work and risk involved. It was encouraging to hear that international business is where to see the world and its cultures, not just a way to increase profits. I plan to use this book as the guide when our company goes global.

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