



# Import / Export For Dummies

By John J. Capela

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## Import / Export For Dummies By John J. Capela

**A clear, easy-to-understand primer on the exciting world of import/export**

The United States imports \$1.2 trillion and exports \$772 billion in goods on an annual basis. Import/Export For Dummies provides entrepreneurs and small- to medium-size businesses with the critical information they need to begin exporting their products around the world and importing goods to sell in America. This practical guide covers the ins and outs of developing or expanding operations to capture a share of this growing market, with details on the top ten countries with which America trades, from Canada to Germany to China.

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## **Editorial Review**

From the Back Cover

**Get your goods through Customs — hassle-free**

**Your port of entry for setting up and managing your import/export business**

Looking to conquer the exciting world of international trade? This practical guide covers the ins and outs of developing or expanding your global operations, showing you how to identify target markets, find customers, follow the rules and regulations, and much more. Plus, get full contact info for international trade offices for dozens of countries.

**Discover how to:**

- Evaluate import/export opportunities
- Select products and suppliers
- Develop a marketing strategy
- Complete licensing and shipping documents
- Negotiate prices and arrange payments

About the Author

**John J. Capela** is an international business consultant who has taught marketing, management, and other business courses for more than 20 years. He also conducts import/export seminars throughout the New York metropolitan area.

## **Users Review**

**From reader reviews:**

**Peter Schmidt:**

Have you spare time for just a day? What do you do when you have a lot more or little spare time? Yes, you can choose the suitable activity intended for spend your time. Any person spent all their spare time to take a stroll, shopping, or went to the actual Mall. How about open or even read a book entitled Import / Export For Dummies? Maybe it is to be best activity for you. You understand beside you can spend your time along with your favorite's book, you can cleverer than before. Do you agree with it has the opinion or you have additional opinion?

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