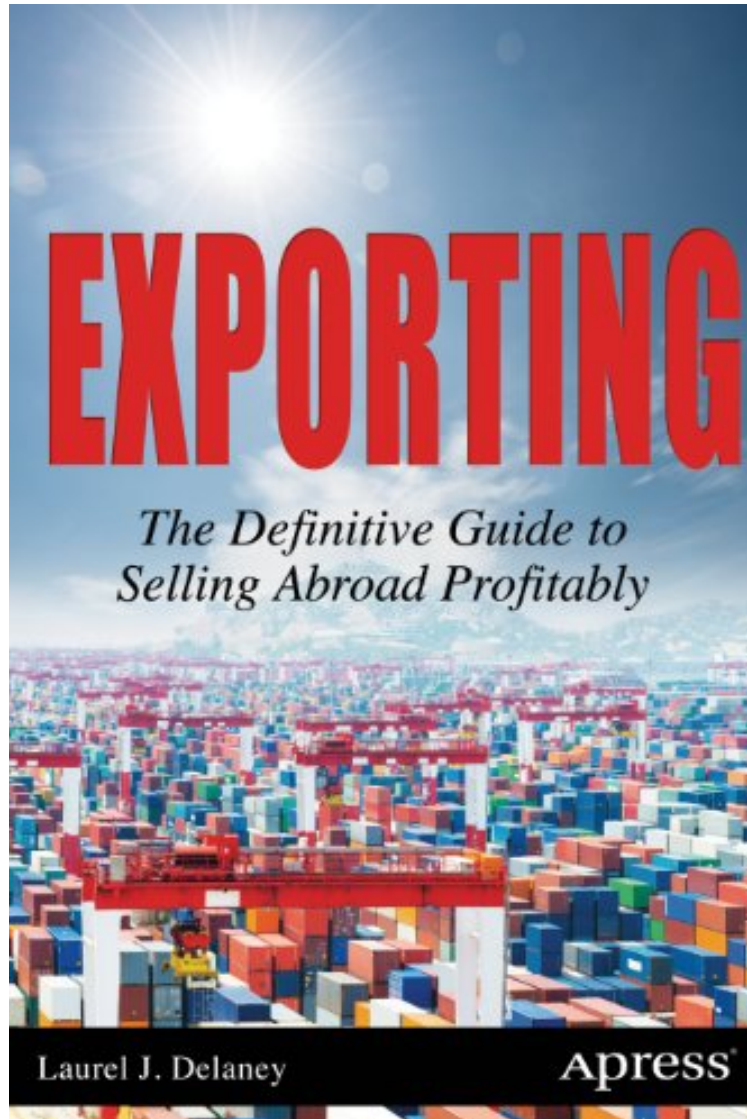


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Exporting: The Definitive Guide to Selling Abroad Profitably

Laurel J. Delaney

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Laurel J. Delaney : Exporting: The Definitive Guide to Selling Abroad Profitably before purchasing it in order to gage whether or not it would be worth my time, and all praised Exporting: The Definitive Guide to Selling Abroad Profitably:

1 of 1 people found the following review helpful. The exporter's journey, from all anglesBy Michael GrantLaurel Delaney's *_Exporting: The Definitive Guide to Selling Abroad Profitably_* is one of the most thorough treatments of the subject that I've encountered. In addition to the valuable but widely available information on nuts-and-bolts topics like logistics, regulatory compliance, and international payments that one typically finds in the how-to-export genre, Delaney also addresses the human side with sections on ethics and cross-cultural learning. She has a special interest in

entrepreneurship by women and includes a chapter on issues affecting women in global business. A chapter on exporting services is especially welcome, as many other sources focus primarily on goods exports. Throughout the book Delaney keeps returning to a few key messages. Perhaps the most important is that "exporting is imperative" — all businesses today operate in an interconnected global marketplace, and those that neglect exporting are fated to fall inexorably behind the local and global competition. Fortunately, modern technologies have opened up tremendous global opportunities that were never available to the small businesses of previous generations. All it takes is a "global mindset" — adaptability, an adventuresome spirit, openness to cultural differences and different ways of doing things, and a certain degree of comfort with unknowns and uncertainties. Delaney is particularly strong in addressing the potential of e-commerce to open up new international business opportunities. Her section on online marketing covers both branded marketplaces like eBay and stand-alone shopping systems. There are also chapters on social media, mobile communications, and worldwide marketing. In today's world any business with a website can become an "accidental exporter." Delaney shows us how to use online marketing and selling tools strategically. The book is peppered with links to a wealth of further resources, including U.S. Department of Commerce and Small Business Administration websites, useful online services and other technologies (including some that are widely used in certain foreign countries but less familiar in the United States), sources of market and trade data, and even relevant LinkedIn groups. Most chapters close with a list of links for further exploration. Whether your global venture is still just a gleam in your eye or you're a veteran exporter contemplating new markets or channels, you'll find valuable information here. I highly recommend this book to anyone interested in pursuing export opportunities.

1 of 1 people found the following review helpful. Outstanding resource! By Nita Kovach After working on Wall Street for 25 years, I recently began researching the export industry as a potential second career. Laurel's blog has been an invaluable resource to me (being unfamiliar with the industry), so I was very excited to discover she had written a book. Books I found on the subject at the numerous libraries I visited were dated and/or subpar. So frustrating! I knew the book would be very useful, but I didn't realize how much so, until I read it! In a clear, concise, and very informative manner, Laurel guides the reader through every step of the export process. I had expected to read it over the course of weeks, but it is so entertaining and interesting, that I am almost finished in just a few days. It is that great! If you do not know the "ins and outs" of exporting, the industry can seem complicated and daunting -- because it can be, if you do not have the relevant information to get you started. The amount of material you can learn on this subject is overwhelming. However, after reading this book, I am instilled with confidence that I am now armed with the crucial information needed to run a profitable export company in no time. I consider myself a very savvy individual, but Laurel provided resources I did not know existed, as well as helpful hints and suggestions that never occurred to me. Anyone interested in this subject will be glad they bought this resource, in my opinion. Money well spent. This book is a great motivator to just get out there and do it! I, personally, can't wait!

1 of 1 people found the following review helpful. Laurel Delaney's "Exporting: The Definitive Guide to Selling Abroad Profitably" By Ann Sachs Are you uncertain as to whether your business should enter the global marketplace? If so, Laurel Delaney's "Exporting: The Definitive Guide to Selling Abroad Profitably" is the book for you. It is an 8-step-no-nonsense-guide to selling goods and services in the international marketplace, PROFITABLY, and it is a first-class "How-To" experience. Laurel's wisdom is based on decades of personal experience coaching business owners as they begin to manage the exporting process. Her style is practical, persuasive and fun. You have everything to gain and nothing to lose* by reading this exceptional book.* A word of advice: don't let your copy out of your hands or you WILL lose it! Keep an extra copy on hand for recommendation purposes, and TREASURE your own.

"Delaney's excellent book truly is the definitive guide. It easily and thoroughly explains everything you need to know." Steve Strauss, USA Today "Exporting: The Definitive Guide to Selling Abroad Profitably is generously sprinkled with Notes and Tips that deliver concise, insightful bursts of advice and counsel. These suggestions alone are worth the price of the book. From planning to execution, Laurel Delaney is like a trusted guide — encouraging one forward, pointing out potential pitfalls, and helping navigate the way through the exciting and challenging world of exporting." John N. Popoli, President and CEO, Lake Forest Graduate School of Management "I highly recommend this book to anyone looking to export. The real world, nuts and bolts kind of advice and information it contains will save you money and time — and make you a more effective exporter." Steve King and Carolyn Ockels, Small Business Labs "Exporting: The Definitive Guide to Selling Abroad Profitably is an invaluable guide to navigating the often-challenging waters of exporting." Rieva Lesonsky, SmallBizDaily "Exporting: The Definitive Guide to Selling Abroad Profitably is the 'how to' manual on how to grow USA factories jobs. Step by step and easy to read." Drew Greenblatt, CEO, Marlin Steel "If you intend to grow your business beyond the U.S. border, Exporting: The Definitive Guide to Selling Abroad Profitably is a great place to start." Anita Campbell, founder of Small Business Trends "As a valued Chapter Chair of the Women Presidents' Organization, Laurel Delaney has addressed a key issue our members face. While 25% of our members are international, another 25% would like to do business internationally. This book is a powerful guide that will help empower business owners and entrepreneurs by giving them everything they need to know about exporting." Dr. Marsha Firestone, President and Founder of the Women Presidents' Org;

Organization"Exporting: The Definitive Guide to Selling Abroad Profitably takes the fear out of going global. It provides a step-by-step roadmap with very detailed and practical advice. From helping to identify markets to developing the relationships necessary for sales and distribution--this book is a must-have for any business trying to expand globally and profitably." Ellen A. Rudnick, Executive Director and Clinical Professor, Polsky Center for Entrepreneurship and Innovation, University of Chicago, Booth School of BusinessExporting: The Definitive Guide to Selling Abroad Profitably is for entrepreneurs and small business owners--the makers, movers, and shakers in our world--interested in taking their businesses to the next level of growth through exports. In the old days, creating an international business was left to relatively few--those with the wherewithal to move boatloads of goods into foreign countries. But now, thanks to the Internet, businesses of all sizes have a huge new opportunity to sell both goods and services globally. Yet only 1% of all U.S. businesses export. Why? Typically, exporting begins with unsolicited inquiries from foreign customers on the web via email, website, blog, or posting on a Facebook page. People outside your country want your product, and they want it now. The problem is that most small business owners do not know how to service these inquiries. What's the best way to ship goods? Do I need a license? Should I sell through wholesalers in specific countries or directly to consumers? How will I get paid? Help is here--Exporting equips you with the knowledge you need to market, sell, and fulfill orders internationally, taking full advantage of the Internet and the opportunities it creates. It also imparts a can-do spirit on exporting, leading to greater revenues, stability, and profitability for your business. Exporting: The Definitive Guide to Sell

About the AuthorLaurel J. Delaney, M.B.A., is founder and president of Chicago-based GlobeTrade.com, a management consulting company that helps entrepreneurs and small businesses go global. The United States Small Business Administration has recognized Ms. Delaney as a world-renowned global small business expert by naming her the Illinois Exporter of the Year. She is the author of Start and Run a Profitable Exporting Business as well as numerous articles that have appeared in international and scholarly publications such as The Wall Street Journal and The Conference Board. She is the creator of The Global Small Business Blog (<http://www.globalsmallbusinessblog.com>), which is ranked No. 1 in the world for entrepreneurs and small businesses interested in going global, and Women Entrepreneurs GROW Global (<http://www.WomenEntrepreneursGROWGlobal.org>). She serves as the About.com Import Export Guide (<http://importexport.about.com/>), is a charter member and a board member by appointment of the World Entrepreneurship Forum, and is a member of the International Council for Small Business. She also serves as the Chicago Chapter Chair for the Women Presidents' Organization. Ms. Delaney's passion for going global goes back to 1985 when she first started her business. Since then, she has devoted more than 50,000 hours of work in the area--from consulting to writing to teaching.