



Basic Guide to Exporting: The Official Government Resource for Small and Medium-Sized Businesses

From International Trade Administration

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A Basic Guide to Exporting provides a complete overview of the basics of exporting.

Looking for a comprehensive overview of how to export? For more than 70 years, *A Basic Guide to Exporting* has been the resource that businesses have turned to for answers to their questions about how to establish and grow overseas markets for their products and services. Whether your firm is new to exporting or in need of a refresher on the latest ideas and techniques, this comprehensive guide, now completely revised and updated, provides the nuts-and-bolts information you will need to meet the challenges of the world economy by examining:

- How to identify markets for your company's products
- How to finance your export transactions
- The best methods of handling orders and shipments
- Sources of free or low-cost export counseling

You'll also find numerous real-life examples that illustrate the principles of exporting, samples of forms needed to export, and—in a valuable appendix—information on how to obtain guidance and counseling offered by the federal government through its domestic network of more than 100 Export Assistance Centers and through commercial counselors located in U.S. embassies abroad.

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Editorial Review

Review

Praise for the printed edition:

July 2013

A Basic Guide to Exporting is the text for Michigan State University's Annual Community College Institute for International Business. Forty-four teachers from community college systems in 18 states participated in the Institute, learning how to develop new courses and internationalize existing courses. **A Basic Guide to Exporting, 10th Revised edition (ISBN: 9780160869532)** is the recommended text for these courses.

<http://global.broad.msu.edu/ibi/2013/>
click on the photo to enlarge

October 2013

<http://blog.trade.gov/2013/10/25/college-teachers-take-export-101/>

Excerpt from this blog:

MSU's International Business Center (CIBER) is bringing community college business instructors back to school to help them learn the best ways to develop new classes or expand on the subject.

The International Trade Administration's (ITA) Commercial Service is proud to partner on the initiative, in conjunction with the U.S. Department of Education.

CIBER uses ITA's Basic Guide to Exporting to teach these instructors the basics of international business. An accompanying online portion provides slide shows and narratives that augment the text.

These tools aim to help teachers become comfortable with an important topic – doing business overseas – and give them a starting point for developing their own courses.

Community colleges may be overlooked in international business education, but these schools are great tools for helping drive export success.

“A lot of small business leaders seek additional skills by attending night classes at their local college,” said Thomas Hult, director of the CIBER program at Michigan State. The skills developed at community colleges can translate to success in the global marketplace.

Studies show international business is becoming a more common subject in community colleges. About 51 percent of community colleges offered courses in international business in 2008; four years later, it was 81 percent.

About the Author

U.S. Department of Commerce, International Trade Administration

Users Review

From reader reviews:

Vincent Ashworth:

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Joseph Cobble:

In this time globalization it is important to someone to find information. The information will make anyone to understand the condition of the world. The health of the world makes the information simpler to share. You can find a lot of referrals to get information example: internet, magazine, book, and soon. You can view that now, a lot of publisher that will print many kinds of book. Often the book that recommended to you is Basic Guide to Exporting: The Official Government Resource for Small and Medium-Sized Businesses this reserve consist a lot of the information on the condition of this world now. That book was represented so why is the world has grown up. The terminology styles that writer make usage of to explain it is easy to understand. Typically the writer made some investigation when he makes this book. Here is why this book suitable all of you.

Roberto Garcia:

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James McNally:

As a pupil exactly feel bored to help reading. If their teacher inquired them to go to the library or make summary for some book, they are complained. Just small students that has reading's internal or real their

passion. They just do what the trainer want, like asked to the library. They go to generally there but nothing reading critically. Any students feel that reading through is not important, boring and also can't see colorful images on there. Yeah, it is being complicated. Book is very important for you. As we know that on this era, many ways to get whatever we would like. Likewise word says, ways to reach Chinese's country. So , this Basic Guide to Exporting: The Official Government Resource for Small and Medium-Sized Businesses can make you truly feel more interested to read.

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