

The book was found

Essentials Of Exporting And Importing: U.S. Trade Policies, Procedures, And Practices



Synopsis

Essentials of Exporting and Importing provides the merchandising, marketing, or business student a practical, basic guide for importing and exporting products, services, or technology in a global economy. This fashion industry focused text will help readers learn what is necessary to carefully and thoroughly analyze a company's internal and external resources in order to grow and generate profits in a global marketplace. Fully updated with information on recent changes in U.S.

export-import trade policies and procedures, current trade trends, and key trade relationships, this edition discusses how to identify and enter emerging markets and covers how global trade issues-such as cultural political, and economic climates-affect the textile and apparel industry. New to this Edition: ~New chapter opening vignettes provide real life examples from the fashion industry~Brief case studies of companies and entrepreneurs highlight chapter content in practice. Examples include: "Hall & Madden: Providing Customers with Bespoke Shirts at Department Store Prices" (Ch 2), "Basics of Exporting: Health and Beauty Aids for Africa" (Ch 4), and "Patagonia's Support of Growth and Sustainability" (Ch 9) ~New Chapter 10 provides four longer case studies relevant to exporting and importing

Book Information

Paperback: 352 pages

Publisher: Fairchild Books; 2 edition (August 21, 2014)

Language: English

ISBN-10: 1609018893

ISBN-13: 978-1609018894

Product Dimensions: 6 x 9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars 4 customer reviews

Best Sellers Rank: #153,697 in Books (See Top 100 in Books) #27 in [Books > Business & Money > International > Exports & Imports](#) #71 in [Books > Business & Money > Industries > Fashion & Textile](#) #121 in [Books > Business & Money > Industries > Retailing](#)

Customer Reviews

Harvey R. Shoemack is an international business and marketing specialist and adjunct faculty at three Chicago-area colleges, USA. For more than 30 years, he has helped American firms access foreign markets, while also assisting international firms and organizations seeking business in the United States. Patricia Mink Rath is a consultant in marketing education in Winnetka, Illinois, USA.

Her fashion merchandising experience includes work as a retail executive in department stores in the USA. She has taught college-level courses in fashion marketing and merchandising, consumer behavior, retail buying and management for more than 30 years. Mink Rath is co-author of *Marketing Fashion: A Global Perspective* (Fairchild Books, 2012) and *The Why of the Buy: Consumer Behavior and Fashion*, 2nd Edition (Fairchild Books, 2014), among other books.

It was very clean and shipping was so fast. I was satisfied.

Good to learn, and good to read!

Very informative

I've been using this books for my supply management class and it simply sucks. There are so many typos and the quizzes are extremely tricky and made purposefully for the students get them wrong. I wouldn't buy this book for \$1.

[Download to continue reading...](#)

Essentials of Exporting and Importing: U.S. Trade Policies, Procedures, and Practices China
Importing Blueprint: How to Make a Living Importing & Dropshipping Products from China Exporting
Services: A Developing Country Perspective (Trade and Development) Federal Accounting
Handbook: Policies, Standards, Procedures, Practices 2017 Little League Softball® Official
Regulations Playing Rules, and Operating Policies: Official Regulations, Playing Rules, and Policies
For All Divisions Of Play 2016 Little League® Softball Official Regulations Playing Rules, and
Operating Policies: Official Regulations, Playing Rules, and Policies For All Divisions Of Play
Modern Essentials Bundle 6th - Modern Essentials 6th Edition a Contemporary Guide to the
Therapeutic Use of Essential Oils, An Introduction to Modern Essentials, and Modern Essentials
Reference Card World on Fire: How Exporting Free Market Democracy Breeds Ethnic Hatred and
Global Instability Art Against Dictatorship: Making and Exporting Arpilleras Under Pinochet (Louann
Atkins Temple Women & Culture) Exporting American Dreams: Thurgood Marshall's African
Journey Globalized Fruit, Local Entrepreneurs: How One Banana-Exporting Country Achieved
Worldwide Reach GAAP Handbook of Policies and Procedures (2017) GAAP Handbook of Policies
and Procedures (2016) GAAP Handbook of Policies and Procedures w/CD-ROM (2012)
Construction Operations Manual of Policies and Procedures, Fifth Edition (P/L Custom Scoring
Survey) Clinical Policies and Procedures for Home Health Care Construction Operations Manual of

Policies and Procedures 4th (forth) edition Text Only Importing From China Is Easy: How I Make \$1 million a Year by Private Labeling: How to Find Products to Import, Find Suppliers, and Have Them Delivered to Your Doorstep International Taxation in America for the Entrepreneur: International Tax Law for E-commerce, Importing and the Cloud Computer Freedom of Speech: Importing European and US Constitutional Models in Transitional Democracies (Routledge Research in Constitutional Law)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)