



# Export Savvy: From Basics to Strategy

*Zak Karamally*

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## **Export Savvy: From Basics to Strategy** Zak Karamally

Exporting is a dynamic area of commerce that is often misunderstood. However, it takes know-how to gain a profit. Export Savvy: From Basics to Strategy explains export management in its full context from the concepts of international trade to the key elements that influence and comprise its effectiveness. This understanding will help you make better decisions so you can maximize your potential in international markets. Export Savvy is a comprehensive book that fills in the gaps left by other books on this subject. While these books concentrate on the mundane tools and techniques of exporting, Export Savvy relates the export experience to the totality of the commercial experience. The “foreignness” of exporting is framed in familiar notions enabling you to conceive or create an export program that is uniquely your own. In simple language, this innovative book breaks exporting down into ten easy-to-understand aspects:

- the concepts and “economics” of international trade
- the perspective and influence of governments
- tariffs and other impediments to the export transaction
- the impact of foreign currencies
- methods of payment and collection
- the physical movement of goods to the customer
- controls imposed on exports for national security and other national policy reasons
- cultural barriers and related considerations
- the uniqueness of marketing beyond one's national boundaries
- the legal environment and issues affecting the exporter

With the proven knowledge in Export Savvy, you can make exporting an extension of your domestic business experience. You will feel free to approach exporting confidently and strategically to maximize your profits in this important area of business. Visit the book's website at <http://www.exportsavvy.com>

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