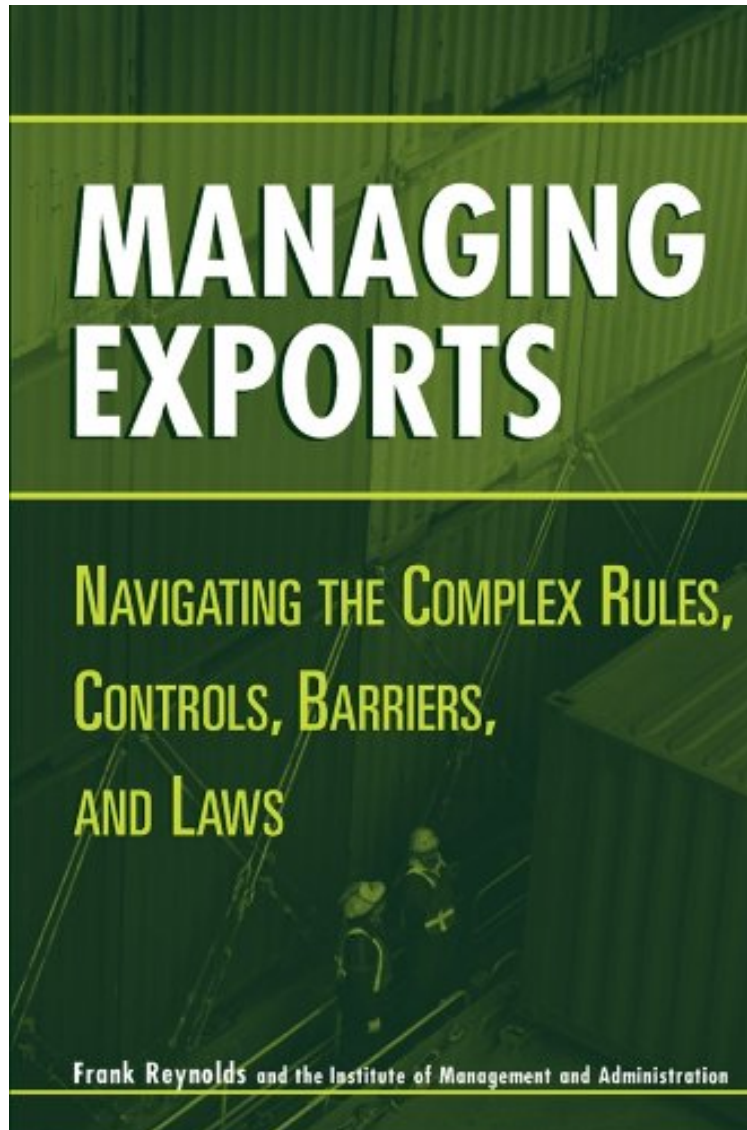


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Managing Exports: Navigating the Complex Rules, Controls, Barriers, and Laws

Frank Reynolds

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ago. And this book REALLY brought me up to speed quickly and saved my rear end in a big way. Up until two weeks ago, my products had all been sold domestically. I naively decided to accept an order from Japan, and before I knew it, I was an exporter. At first you might think.... "Easy, I'll just box it up and give it to the FedEx guy" Ha! If you are shipping a high technology item, double Ha!! As my delivery date loomed, I bought this book, hoping that it could save me and prevent this sale from de-railing. Miracle of miracles, this book really worked. I started reading the sections that I thought were most relevant, and then oddly found myself becoming fascinated with the entire subject. I started digging deeper into each chapter and learning more and more. Do you know that great feeling when you have added a new skill set to your repertoire? That's how I feel now. I highly recommend this book. Not only does it contain great information for exports, but it actually helped me discover that this subject is actually quite fascinating and nuanced!

Provides practical easy-to-implement advice on how to comply with the latest rules and regulations. Shows how to recoup money spent on duty drawbacks. Shows how to get around trade barriers in foreign countries. Shows how to use the internet and other technologies to reduce the cost of exporting. Provides insights into reducing export risk exposures.

From the Inside Flap It goes without saying that the defining feature of any international transaction is that the buyer and seller are located in different countries. And yet it is precisely this phenomenon that exporters fail to fully appreciate, thereby needlessly hampering and complicating their business. *Managing Exports: Navigating the Complex Rules, Controls, Barriers, and Laws* meticulously examines every dimension of international trade, delivering a reader-friendly, comprehensive survey of the global regulations and entities that drive the international marketplace. Exporters confront a myriad of procedural complications. Even neighboring trading partners with similar cultures, such as the United States and Canada, have different regulations, authorities, national holidays, and procedures for settling disputes. More often trading partners must negotiate different languages, longer transportation to accommodate greater distances, different electric power formats, exclusive use of metrics, significant differences in times and seasons, and entirely different social and economic cultures. These contrasts, however, need not render international trade unprofitable. *Managing Exports* analyzes all of these challenges, instructing exporters on how to expand international sales, automate export administration, reduce costs, streamline operations, and manage the entire export function. Among other functions, this book: Provides practical, easy-to-implement advice on how to comply with the latest rules and regulations Shows how to circumvent trade barriers in foreign countries Offers insights into reducing export risk exposures Develops linkages among export-related departments Provides practical recommendations to ensure compliance with U.S. and foreign regulations The author, an experienced exporter and widely read commentator on international trade, also includes chapters on documentation, transportation, marketing, and insurance, covering every angle of the business. In a global economy, not only companies that specialize in exporting but all corporations that service the international market must efficiently export goods and services. Credit, international sales, logistics, and compliance managers, as well as corporate treasurers, will find *Managing Exports* an essential resource to this vital function.

From the Back Cover A one-stop resource on every dimension of international exporting "Frank Reynolds gives the reader a tour de force of international trade issues—a treatise presented in a lucid yet highly analytical manner that both the novice and experienced business person will find informative and useful in their daily operations. Mr. Reynolds is more than a highly respected author. He is an international trader with over thirty years of experience and success." —Michael E. Miller, Director U.S. Export Assistance Center Network, Cleveland, Ohio U.S. Department of Commerce "In typical Frank Reynolds style, this book has practical how-to instructions for anyone involved in international trade. The information is timeless and easy to read and understand." —Roy Becker Author, *A Banker's Insights on International Trade* "As a licensed customs broker and an experienced international exporter, Frank Reynolds brings much more to the table than international trade theory. His vast knowledge and understanding of international trade issues make him an invaluable resource. How fortunate for the international trade community that Frank Reynolds has shared his in-depth comprehension of international trade matters!" —Margaret Gatti, Esq. Principal, Gatti and Associates Exporters face a daily agenda of international regulations and cultural differences that hinder the flow of international trade. *Managing Exports: Navigating the Complex Rules, Controls, Barriers, and Laws* provides export managers with an accessible, authoritative resource for conducting efficient and profitable trading relationships. Frank Reynolds shows exporters how to expand international sales, automate export operations, reduce costs, streamline operations, and manage an export department. Chapters include: Export Marketing Documentation Terms of Sale Workable Sales Contracts Insurance Keeping Current By relying upon *Managing Exports* for a variety of best practices, export managers can not only avoid government fines for violation of regulations, but also reduce risk exposure and ensure their business's sustained profitability.

About the Author FRANK REYNOLDS is the President of International Projects, a twenty-five year old award-winning foreign trade company based in Toledo, Ohio. He writes the *Journal of Commerce's* "Export ABCs" column and *The Exporter's* "The Trading Desk" column, holds a U.S. customs

broker license, and represented the United States at the ICC INCOTERMS 2000 Revision. He brings forty years of hands-on experience to the task of managing exports.