



The Ultimate Guide to Export Management

Thomas A. Cook

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As practical as you can get, this guide explains all the ins and outs of managing international trade. Global trading is growing daily and international trade is a complex business. This all-in-one place guide provides everything readers need in key areas: documentation - including all the necessary forms and information, how to prepare high-quality export documentation, acquire insurance and cover political risk and export credit exposures; shipping - how to negotiate competitive shipping rates with freight forwarders, choose between air and ocean carriers, and master the art of export packing; and customer service - how to meet international customer service demands, including three key steps to resolving problems with customers who are far away. The book also provides critical information on Internet technology to gain the competitive advantage.

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