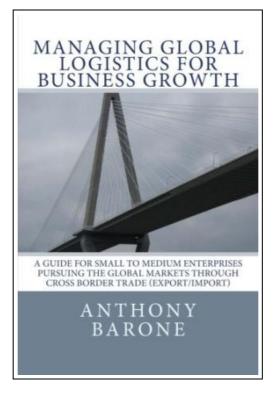
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Reviews

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(Prof. Elton Gibson I)

MANAGING GLOBAL LOGISTICS FOR BUSINESS GROWTH: A GUIDE FOR SMALL TO MEDIUM ENTERPRISES PURSUING THE GLOBAL MARKETS THROUGH CROSS BORDER TRADE (EXPORT/IMPORT)



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Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English. Brand New Book ****** Print on Demand ******. By some estimates, the global economy consists of 7 billion people and 100 trillion dollars of purchasing power. By any measure - wherever the business is located- most of the worlds commerce is outside its national boundaries. Unless the business is a laundromat or ice cream shop, it is going to be buying and selling in the global market if the business is to survive. That means having management with a grasp of the mechanics of global business. There are many books about the marketing, legal and financial aspects of international trade. This book is about practical issues of shipping, customs and getting paid. It seeks to address the problem of "not knowing what you do not know" even if there is a lot you already know.

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