



Wholesale 101: A Guide to Product Sourcing for Entrepreneurs and Small Business Owners: A Guide to Product Sourcing for Entrepreneurs and Small Business Owners

Jason Prescott

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Learn the Secrets to Succeeding in Global Trade

Wholesale 101 provides the tools and insight you need to launch a successful business by combining various platforms—B2B sites, trade shows, trading companies, and others--into a powerful product sourcing strategy.

Whether you're looking to drop ship from wholesalers and manufacturers or import product direct to sell in your store, this unparalleled guide reveals inside information of an industry full of secrets.

"If you are looking for a one-stop shop that turns the complicated world of sourcing product into a road map for success, then I encourage you to buy this book." -- TOM MCELROY, VP, Marketing and e-Commerce, Genco Marketplace and NoBetterDeal.com

"Provides lots of concrete advice on how to profit from this new age of wholesaling." -- DON DAVIS, Editor in Chief, Internet Retailer

*"For any entrepreneur looking to start a business or expand their business, **Wholesale 101** is a must read."* -- MARC JOSEPH, CEO and President, DollarDays International, and author of **The Secrets of Retailing: Or, How to Beat Wal-Mart**

"One of the most informative and useful books on Wholesale Sourcing I have laid eyes on in the past ten years." -- SKIP MCGRATH, Publisher, Online Seller's Resource

"Very smart with a unique perspective on a variety of things important to our business, including global trade, international protocol, leveraging the Internet, and driving value for trade show participants." -- CHRISTOPHER MCCABE, Senior Vice President, Nielsen Expositions

"A must-have addition to any wholesalers library." -- CYRILL ELTSCHINGER, Strategic Advisor and author of **Source Code China**

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