



How to Get Started in Export (Creating Success)

John Westwood

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Exporting is not just for large organizations and multi-nationals. Research shows that companies that export are more productive than non exporters, perform better financially and are more likely to stay in business. Moving into export is a big decision and is not without its risks, but with the right approach and some good advice, the results can be enormously rewarding. ***How to Get Started in Export*** explores the challenges and opportunities of taking this next vital step for your business. From choosing the best markets for your products and making the most of the wide range of services available to working with agents and distributors and the need to comply with regulations at home and abroad, this practical guide explains all the angles to consider and how to make the best possible start.

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