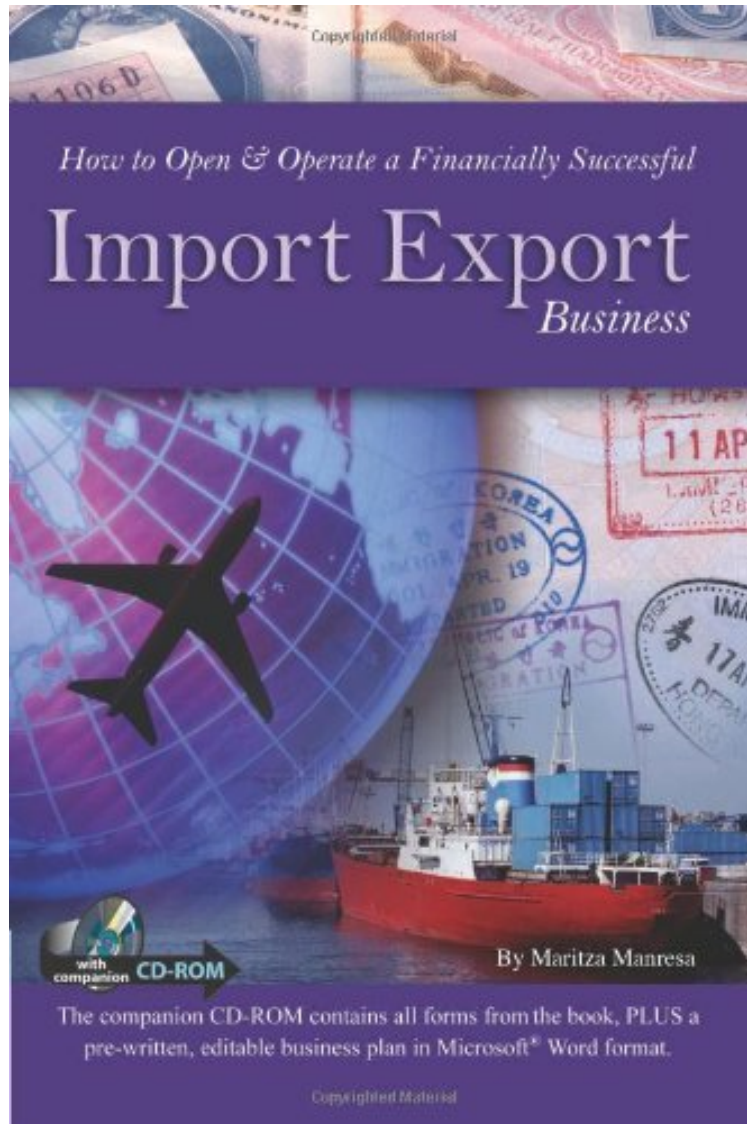


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Maritza Manresa

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23 of 24 people found the following review helpful. BadBy G. LichtiThe book is written for an 8th grade level, at best. No particular detailed information as to the "nuts bolts" of actually setting up, running or building an import/export business. Instead, page after page devoted to such topics as choosing a business name and the criticality of having a

telephone and computer. In other words it is all fluff and no substance to speak of. Hey, one cannot fault the author, I bought it, as did others. The book should more properly be titled, "How To Make Money Writing a Book About Import/Export". Would in no way recommend this book. Anyone with the capacity to actually succeed in import/export, or nearly any other business endeavor for that matter, will find it puerile, shallow and lacking useful specifics. 1 of 1 people found the following review helpful. Great Overview Book By DrVeronicaEyeMD As a beginner in the export business I found this book extremely helpful. It went step by step from the beginning of setting up a business to referring to the important website, paperwork and pros and cons of importing and exporting include rules and regulations by the US government and foreign government that the business person must be aware of. 0 of 0 people found the following review helpful. Very good book, easy to read and understand By maria sandoval Very good book, easy to read and understand. Very accurate all the information about regulations and forms. It helps since the start of any company of any size.

Note: The Kindle edition does not include the CD-ROM companion. The import and export business is not just for goliath corporations. An individual armed with the right information can get in on this enormous industry. It is big business these days - to the tune of an annual \$1.2 trillion in goods, according to the U.S. Department of Commerce. In 2007 alone, American companies will export \$772 billion in merchandise to more than 150 foreign countries. Billions of dollars in merchandise and goods are being exchanged each day in the global marketplace. These products are bought, sold, represented, and distributed somewhere in the world on a daily basis. While basically any country can offer opportunities for import export trade, Canada, Mexico, Japan, and China have topped the trading chart for the past two decades. In the last few years, countries in the former Soviet Union and South America have become major players. Compared to other businesses, however, import export companies have a very low startup cost. You do not need any special license or degree; what you need to succeed is the expert advice presented in this new, comprehensive manual. This is a business you run from home, and travel is mostly optional. This guide provides readers with an understanding of the basic concepts of international trade and will help you navigate the maze of international trade policies and regulations. This new book is a comprehensive and detailed study of the business side of the import export business. You will learn everything from the initial startup decisions to working with U.S. and foreign companies. If you are investigating opportunities in this type of business, you should begin by reading this book. While providing detailed instruction and examples, the author leads you through every detail that will bring success. You will learn how to draw up a winning business plan (the companion CD-ROM has the actual business plan you can use in Microsoft Word) and about basic cost control systems, commercial terms, documentation, trade agreements, trade shows, cultural issues, customs and market research, the latest information on government regulations, tax laws, customs requirements, shipping procedures, how to represent U.S.-based companies, copyright and trademark issues, product pricing, distribution systems, custom brokers, international documentation, branding, foreign-trade leads, management, legal concerns, sales and marketing techniques, and pricing formulas. You will learn how to set up computer systems to save time and money, how to meet IRS requirements, how to manage and train employees, how to generate high profile public relations and publicity, and how to implement low cost internal marketing ideas. You will learn how to build your business by using low and no cost ways to satisfy customers, as well as ways to increase sales and have customers refer others to you. Successful import export experts will appreciate this valuable resource and reference it in their daily activities as a source of ready-to-use forms, Web sites, operating and cost cutting ideas, and mathematical formulas that can easily be applied to their operations.

About the Author Born in Michigan to Cuban parents, Maritza has been able to experience a rich and well-rounded life, being able to enjoy both the American culture and the Cuban culture. Maritza started working with the local government at the age of 16 and continued working there through college and beyond. During her employment, she moved up through the ranks from part-time secretary to becoming the Foreign Trade Zone manager. With more than 25 years of experience in the business sector, both private and public, Maritza is able to provide practical insight into the many situations in which one must learn to say No when you would otherwise say Yes. She is able to provide insight from the boss's point of view, as well as from the employee's side. As a St. Leo University magna cum laude graduate, Manresa holds a bachelor's degree in business administration and is currently working on her master's degree in theology. Leaving behind 20 years of employment in the public sector, Maritza currently owns and manages a business with her husband, Manny. Maritza has two children: Wesley, who is currently attending the University of Florida, and Monica, who is in middle school. Maritza is also a freelance writer, contributing regularly to Factoidz, an online expert advice forum. She has authored two books for Atlantic Publishing Group, How to Open and Operate a Financially Successful Import Export Business and Learning to Say No When You Usually Say Yes.