

<<IMPORT EXPORT How to>>

图书基本信息

书名：<<IMPORT EXPORT How to Get Started in International Trade 如何开展进出口业务>>

13位ISBN编号：9780071358712

10位ISBN编号：0071358714

出版时间：2000-8

出版时间：McGraw-Hill Trade

作者：Nelson, Carl A.

页数：340

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内容概要

A thoroughly updated new edition of the premier guide to international trade now features a special section on the e-commerce revolution. Dr. Carl Nelson's acclaimed resource for beginners venturing into the import/export business is more timely and action-oriented than ever in this fully revised Third Edition. Showcasing an indispensable new chapter on the ins and outs of e-commerce and how to take advantage of all of cyberspace's exciting possibilities, Import/Export also features a range of new material and guidance. Nelson's practical, easy-to-follow approach covers all the basics, including choosing a product, making contacts, and cutting through government red tape. Carl E. Nelson (Chula Vista, CA) is the author of *Global Success: International Business Tactics for the 1990s* and *Managing Globally: A Complete Guide to Competing Worldwide*.

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