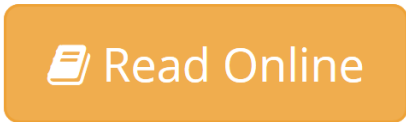


Mastering Import & Export Management (Agency/Distributed)

By Thomas A. Cook, Rennie Alston, Kelly Raia




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With billions of dollars generated annually, importing and exporting is a potentially lucrative arena for growth--and a bewildering tangle of rules and regulations. Packed with hundreds of cost-effective strategies, ready-to-use forms, and valuable checklists, the second edition of *Mastering Import & Export Management* explains how to efficiently--and legally--navigate the complex world of international trade.

From the big picture of pinpointing the best markets to the nitty-gritty of packing a container, this sweeping guide examines how to spot potential risks, apply quality control procedures, prepare documentation accurately, and more. This revised and updated edition addresses how best to handle recent crises like the earthquakes and tsunami in Japan, the economic downturn, or political instability in countries like Egypt, Tunisia, Bahrain, and Libya. It also covers every new compliance and security regulation, as well as evolving best practices, including:

- C-TPAT guidelines
- Incoterms
- In-house compliance programs
- Freight cost-reduction tips
- Beefed-up TSA regulations
- Improved technology options
- President Obama's new export initiatives.

It's an indispensable resource for today's complex and changing global marketplace.

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