



# International Business Basics (Crash Course for Entrepreneurs)

*Michael F. O'Keefe, Marc A. Price, Kate Scribner, Scott L. Girard Jr.*

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Importing, exporting, buying or selling parts and services, businesses of all kinds, including start-ups and small businesses, are becoming more active outside their home countries—often by necessity.

If you want to take your business global, you must do your homework, get advice, make connections, and be aware—and wary—of the risks you face. Every element in your original business plan will need to be reconsidered as you target international markets.

*International Business Basics*, the sixth title in the best-selling Crash Course for Entrepreneurs series, gives you the vital information and insights you need to:

- \*Learn about cultural issues
- \*Successfully enter new markets
- \*Ensure you get paid and are protected
- \*Make the most of support from trade and governmental agencies
- \*Secure funding
- \*Deal with real estate and logistics
- \*Capitalize on immigration trends
- \*Manage at a distance
- \*Open your mind to being flexible, creative, and resourceful in the face of sometimes puzzling and ever-changing challenges

Learn from the successes and mistakes of these serial entrepreneurs who have real-world experience in many diverse countries and business sectors. *International Business Basics* will reduce your learning curve and help you succeed, even in your first stages!

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