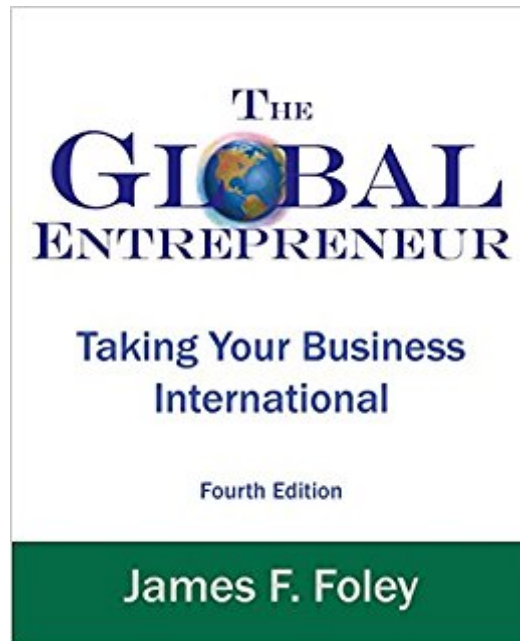




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# Global Entrepreneur 4th Edition: Taking Your Business International



## Synopsis

An excellent primer, *The Global Entrepreneur* uncovers all the hidden secrets to doing business in the real world. Author Jim Foley is praised for his street-smart advice. First printed in 1999, this text has been adopted by numerous colleges and universities for export and international trade education. It has also been used as a study resource guide for the NASBITE CGBP exam.

## Book Information

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## Customer Reviews

I found James Foley's book *The Global Entrepreneur* to be a great guide to helping United States businesses take their business international. I am a graduate student at Portland State in their international management program with plans to start my own export management company. *The Global Entrepreneur* is a great resource that provides applied, efficient, step by step processes to help any business reach its goal of entering into the international market. 99% of the World's consumers live outside the United States and presently there has been no better time to enter into the global marketplace. Before purchasing any other books in this field I recommend *The Global Entrepreneur* as it gives readers a compass to navigate the turbulent waters of taking your business international. This book is written for non-academics and is easy to digest. Currently using it as the main study guide for the CGBP exam, and Foley's explanations of concepts and practical information are straight-forward. For anyone interested in international trade, either as a consultant or as an entrepreneur, this is an essential read. I have spent my life working in international marketing. I am now exploring the idea of making this a business. Mr. Foley definitely

knows what he is talking about. He has so much great information in here. I would recommend this book to anyone either getting into exporting of their products or a pro. Everyone will learn something new. This is an extremely valuable resource for anyone interested in International Business, Marketing, Supply Chain Management and Finance. It's an excellent "How to" Guide with many practical insights. It was the textbook I used to obtain my NASBITE Certified Global Business Professional certification. ã Æ

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