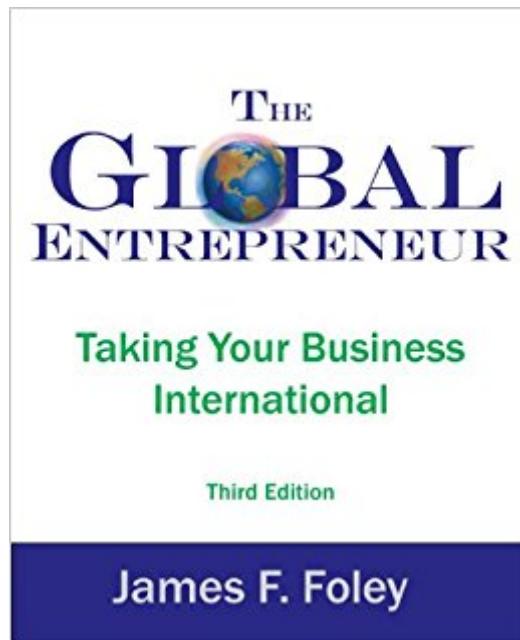


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# The Global Entrepreneur 3rd Edition



## **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**

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. I had the 2nd Edition and thought the 3rd Edition brought everything current. Thanks Jim Foley!

Although I have done a fair amount of international business in software and services, I have now started an export manufacturing business. The import of materials/components and export of products was providing a fair challenge for me. I found this book excellent in explaining the mechanics of setting up agreements, managing client/supplier relationships, getting good shipped around and establishing distributor networks. It provided great detail on these topics, without padding it out with filler or redundant material. I have read the entire book, but skipped around between chapters. Each chapter stands on its own, so this is easily done. I am from Australia and this book is very U.S. centric. However, most of the principles apply and the book was still quite

useful. A small handful of typos and extra spaces here and there, but nothing that is annoying or detracting from the quality of the book. This is exactly the book I was looking for.

My background: College instructor of business and management. Consultant to start-ups and SMEs with over 10 years of overseas experience. I bought this book to review for a possible course I would be teaching. Delivery took about a week and the book arrived in good condition. The author is currently a director of a Small Business Development Center with prior corporate experience in marketing and sales overseas. This book, in its 3rd printing, is a solid playbook and resource for companies considering overseas markets. The author provides lays out things the global entrepreneur needs to consider as the company explores the overseas markets, relevant advice on handling potential risks, and a solid list of resources for researching those opportunities. Given the target audience - small businesses - it is heavy on the topic of exporting. It offers very little on other forms of entry into foreign markets. But this comment is not meant as a slight; most small businesses would be very challenged going beyond the export model when entering foreign markets. A solid book, easy to read and grasp content. Highly recommended.

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.

Practical, Clearly Written, Useful, etc etc Having worked in International Business and Trade for a long time, I can attest that this book is a winner. It provides great overview as well as step by step

guide to taking your business overseas. It is mainly US centric, though certainly has topics that will be useful for nonUS businesses. If you're considering exporting or international expansion, this book is a must have.

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.

Good condition of book. Quality of content is iffy. Definitely for BEGINNERS in international business--never even looked at the word international before. Lots of information and should be used as a resource rather than a book to read and enjoy.

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