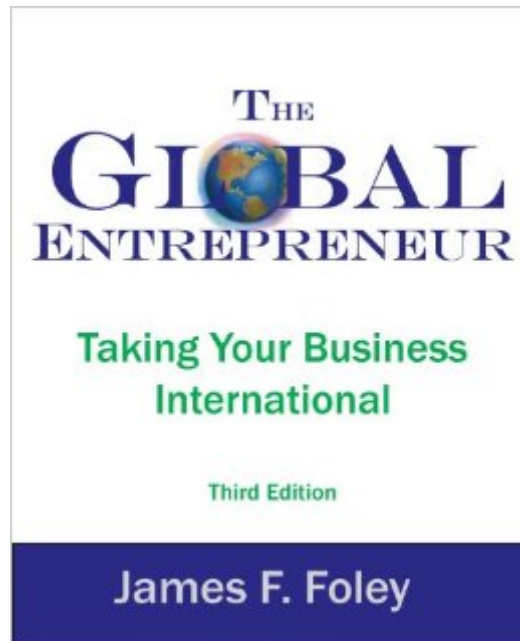


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# The Global Entrepreneur 3rd Edition



## Synopsis

An excellent primer, The Global Entrepreneur uncovers all the hidden secrets to doing business in the real work. 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.

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## Customer Reviews

This book is by far the most comprehensive and practical look at entering international trade I've found. When seeking to educate yourself in a particular subject, many books discuss What you need to do, few actually delineate How to accomplish your goals. Mr. Foley's book presents a definitive real-world and clear picture to help individuals and growing companies enter the global marketplace. Upon seeking to develop an export trading company, I have found this book a vital companion in my quest, and the reason why I have the CGBP (Certified Global Business Professional) credential today. 5 stars is not enough!-B. Ingram, S.A., Texas

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!

Global Trade is a complex world. Understanding it is not easy and needs practice. James Foley has done an outstanding job in detailing in simple language what we need to know to thoroughly understand the nature of Global Business! I have seldom read a book that is so well written on the topic and I believe he has done a tremendous service to the International Community! Having been an educator in Global Trade for the past almost two years, I feel that this book is indeed the genuine article for anyone who wants a well rounded knowledge about several aspects of our complex Global Business World! Bravo, James! You are a benchmark for future authors on the subject!

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 provides the clearest and most user friendly introduction to international trade I have seen. It is full of practical knowledge that can be put to use immediately by business owners and practitioners alike. Having recently attended a training by Mr. Foley, I can also highly recommend his talents as a trainer. He is personable and makes even the most tedious topics in international trade interesting and easy to understand. His years of experience and deep knowledge of the subject provide real life examples that make the theory come to life. Jim Foley is an excellent author and trainer!

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.

*The Global Entrepreneur* is an absolute must for anyone wishing to expand their business globally or to learn about international logistics and trade. If you are looking for the gold standard of

textbooks on the subject you have found in Mr. Foley's exquisite book. I have conducted business overseas, particularly in Asia, but I found myself absorbing topic I did not know from the book. The author does an excellent job of bring to light the fun "there is dealing with different cultures, new competitive challenges, new cities, and new customers." After reading this book if you do not catch the "travel bug" than you have misread the book. Mr. Foley, goes beyond simple tangibles; he brings emotions into the business of international travel and negotiations. "The fun and challenge is in the size of the game. The U.S. market is only a handful of all the customers int he world. The game played locally soon becomes too small. The real fun is when yu take on the world." p. xviii speak enthusaistically about the book and the author for as he so correctly states, "Use this book as your mentor. Use it to encourage yourself to find yoru won mentors. Then do not forget to mentor those after you." I have just done my part to repay Mr. Foley for such a wonderful book.Mr. Foley, thank you for your contribution to the world of knowledge. Sam A..

I have read several books on the export industry and this is by far the very best. In fact, it is actually the most enjoyable text book I have ever read---and I have read a lot. It is organized in a logical and progressive method, the writing style is clear and engaging, it breaks down complicated issues into bite-size paragraphs, it is chock full of great examples and the author includes real-life export industry illustrations from a personal standpoint. At also includes some humor, which is rare for a text book.

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