



# Essentials of Exporting and Importing: U.S. Trade Policies, Procedures, and Practices

*Harvey Shoemack, Patricia Mink Rath*

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International business, especially the export-import trade, is no longer an option, but a necessity for today's apparel industry to grow and generate profits or just to survive in the global marketplace. The decision to export or import is best based on a company or individual entrepreneur's careful and thorough analysis of its internal and external resources and capabilities. *Essentials of Exporting and Importing* provides the merchandising, marketing, or business student a practical, basic guide for importing and exporting products, services, or technology in a global economy.

*What You Need to Know* sections begin each chapter with a list of learning objectives that establishes a foundation of important concepts explored within the chapter. This helps readers build an industry-specific vocabulary with key terms defined in context within the chapter then bolded and highlighted in the margin--plus a new appendix of industry acronyms.

Calling upon the knowledge and expertise of industry professionals and government officials as sources, the authors focus on the policies, procedures, and practices essential for success in the dynamic and expanding field of international trade. The 2nd Edition is fully updated with information on recent changes in U.S. export-import trade policies/procedures, current trade trends, and key trade relationships. Shoemack and Mink Rath expand the discussion of how to identify and enter emerging markets and increase coverage of how global trade issues--such as cultural, political, economic climates--effect the textile and apparel industries.

New to this Edition:

Quick studies of companies and entrepreneurs highlight chapter content in practice. Examples include:

- L'Oréal and MAC: Health and Beauty Aids for Africa
- Hall & Madden: Providing Customers with Bespoke Shirts at RTW Prices
- Patagonia's Support of Growth and Sustainability

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