



Go Global: How to take your business to the world

Emma Jones

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International trade has moved into a new phase. Gone are the days when years of effort were required in the domestic market before going global. You can now start a company on Monday and be trading with the world by Wednesday. The web has made this perfectly possible and faced with a sluggish UK market there's never been a better time to leverage technology and look overseas; after all, a connection to the internet is a connection to over 1 billion potential customers.

Our politicians are encouraging it and technology is in place to enable it, yet small business owners are resisting the international trade opportunity for fear of perceived language, currency, cultural and business barriers.

In this book, bestselling author Emma Jones, puts paid to these perceptions and shows you don't need big budgets or to be a big business to be a globally successful one. She offers a route map that will have you trading across the globe and illustrates how it can be done, with stories from 20 successful exporters.

Whether you're selling tangibles or services, if you've considered exporting but didn't know where to start or you're making international sales and want to grow further, this is the book for you. Consider it your guide as you embark on a journey of international deals and discovery.

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