

A HOW-TO MANUAL FOR BUILDING YOUR INTERNATIONAL BUSINESS IN THE CONNECTED WORLD .

Finally, a highly readable book for those who wish to turn their export venture into reality. This book is filled with actionable advice and take-aways you can apply to reach your goals in international trade.

A book with guarantees...no less than 10!

- 1) Leverage the best *free* resources available.
- 2) Develop a trade-lead generation system at little to no cost.
- 3) How to spot an export winner that will generate repeat orders.
- 4) A step-by-step guide to develop your own private label products for export.
- 5) Develop a profitable online export marketing strategy using Google AdWords.
- 6) Pay as you grow export marketing strategies.
- 7) Real case studies of export success and failures.
- 8) Rules to help you avoid pitfalls.
- 9) Effective international negotiation techniques.
- 10) All the tools you need to conduct your first transaction.



Exporting in the Connected World

Matsumoto and Olivares

Exporting in the Connected World

**BUILDING AN EXPORT BUSINESS, FINDING CUSTOMERS,
AND THRIVING IN TODAY'S CONNECTED WORLD.**

By
MARK MATSUMOTO
AND
MIGUEL OLIVARES

WWW.CONNECTEDWORLDTRADE.COM