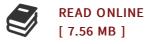




Global E-Commerce Strategies for Small Businesses

By Eduardo Da Costa

MIT Press Ltd, United States, 2003. Paperback. Book Condition: New. Revised ed.. 231 x 153 mm. Language: English . Brand New Book. Small companies account for a surprising one-third of U.S. exports, and their market share is growing. The Internet has played a major role in helping these companies develop an increasingly powerful international presence. Global E-Commerce Strategies for Small Businesses describes the export opportunities e-commerce holds for small-to-medium size enterprises (SMEs) all over the world. The book is organized in two parts. The first uses examples and case studies of small exporting companies from six countries to show how SMEs and new entrepreneurs are not only successful but also often responsible for job creation, innovation, and economic growth in their regions. It also examines common obstacles to exports such as local and international laws, cultural differences, trade barriers, taxation, and transport infrastructure. The second part covers the steps in setting up a global business: researching business opportunities, identifying and reaching out to customers, building and keeping an online image, closing the deal, and maintaining customer support. Written in a casual, accessible style, the book offers an overview of the tools and services available to help smaller companies flourish in...



Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.

-- Felicia Nikolaus

These sorts of ebook is the ideal book offered. It can be writter in simple terms rather than confusing. I discovered this pdf from my dad and i advised this publication to understand.

-- Mr. Alejandrin Murphy PhD