



International Trade: An Essential Guide to the Principles and Practice of Export

Jonathan Reuvid, Jim Sherlock

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International Trade provides a thorough understanding of the issues involved in developing and managing overseas trade. Aimed at those studying for professional qualifications as well as practitioners involved in export and international trade, it combines “textbook” information with accessible guidelines for best practice. This edition includes new material on EU and US law and on major markets such as China.

Opening with a description of the structure of the global economy and the dynamics governing world trade, the second edition covers an array of topics including: international marketing, legal issues, customs control, risk management and export finance.

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