



## International Trade: An Essential Guide to the Principles and Practice of Export (3rd Revised edition)

By Jonathan Reuvid, Jim Sherlock

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, International Trade: An Essential Guide to the Principles and Practice of Export (3rd Revised edition), Jonathan Reuvid, Jim Sherlock, "International Trade" provides a thorough understanding of the issues involved in developing and managing overseas trade. Originally aimed at those studying for professional qualifications and practitioners involved in export and international trade, combining 'textbook' information and accessible guidelines for best practice, this important handbook has now been fully updated with new material on EU and US law and on major target markets such as China. Opening with a description of the structure of the global economy and the dynamics governing world trade, this third edition covers a multitude of topics including: international marketing, legal issues, customs control, risk management and export finance.



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