

Where
do I Start?



Import/Export and International Business

Mesa Public Library

Location Codes:

MN = Main Branch

DR = Dobson Ranch Branch

RM = Red Mountain Branch

REF = Reference, in-house use only

Many businesses take their products or services worldwide or obtain products/services from countries outside of the US. To learn steps to international business, locate trading partners, brush up on global trade news, or learn how to negotiate and communicate better with persons of other cultures, review these materials available through City of Mesa Library. Most import/export materials are found in Dewey Decimal Call Number areas 658.848 and 658.72; international management materials are found in 658.049; and international business protocol is found beginning at 382.0951, 330.951, and 395.52.

Guidebooks for Getting Started

A Basic Guide to Exporting: the Official Government Resource for Small and Medium-Sized Businesses. US Dept. of Commerce. MN 658.848 B292U 2009

Building an Import/Export Business. Kenneth D. Weiss. MN, RM 658.848 W436B 2002

Doing Business in Emerging Markets: Entry and Negotiation Strategies. S. Tamer Cavusgil, Pervez N. Ghauri, Milind R. Agarwal. MN 658.049 C316D 2002

Doing Business Internationally: The Guide to Cross-Cultural Success. Danielle Medina Walker, Thomas Walker, Joerg Schmitz. MN 658.049 W151D 2003

Dun & Bradstreet's Guide to Doing Business Around the World. Terri Morrison, Wayne A. Conaway, Joseph J. Douress. MN, RM 658.848 M834D 2001

Export/Import Procedures and Documentation. Thomas E. Johnson. MN 658.848 J637E 2002

Global Gold: Panning for Profits in Foreign Markets. Ruth Stanat. MN 658.848 ST24G 1998

Guide to Export-Import Basics. International Chamber of Commerce. MN, 382 G941G 2003

Import/Export for Dummies. John J. Capela. MN, RM, DR 658.84 C17E 2008

Importing into the United States. US Customs Service. MN, MN REF 658.72 IM7C 2002
MN GOV DOC MICRO T 17.17: 2002

International Logistics. Donald F. Wood, et. al. MN 658.7 IN85W 2002

Mastering Import & Export Management. Thomas Cook, Rennie Alston, Kelly Raia. MN 658.84 C773M 2004

Start Your Own Import/Export Business: Your Step-by-Step Guide to Success. Rob & Terry Adams. MN, RM 658.848 AD19S 2008

Take Your Business Global: How to Develop International Markets. Gerhard W. Kautz. MN 658.84 K169T 2004

Specific Countries

A selection of titles that target international business with specific countries. See library catalog for more.

China

Doing Business in China for Dummies. Robert Collins and Carson Block. MN, DR, RM 382.0951 C696D 2007

Doing Business in China: How to Profit in the World's Fastest Growing Market. Ted Plafker. MN, RM 382.0951 P69D 2007; also audiobook and e-book through Greater Phoenix Digital Library

Doing Business in the New China: A Handbook and Guide. Birgit Zinzus. MN 330.951 Z67D 2004

India

Doing Business in 21st Century India: How to Profit Today in Tomorrow's Most Exciting Market. Gunjan Bagla. MN, RM 338.88854 B146D 2008

Doing Business in India for Dummies. MN, RM 382.0954 M314D 2007

Mexico/Latin America

Doing Business in the New Latin America: A Guide to Cultures, Practices, and Opportunities. Thomas H. Becker. MN, RM 330.98 B388D 2004

Doing Business In Mexico: A Practical Guide. Gus Gordon. MN, RM 658.840972 G655D 2002

Other

Doing Business with the New Japan: Succeeding in America's Richest International Market. James Day Hodgson, Yoshihiro Sano, John L. Graham. MN 658.4052 H668D 2008

DuBai & Co.: Global Strategies for Doing Business in the Gulf States. Aamir A. Rehman. MN 658.049 R269D 2008 and ebook through Greater Phoenix Digital Library

Reference Tools

Culturegrams, World Edition
MN REF, DR REF, RM REF 909.828 C899C (annual - multiple volumes) Four-page cultural reports for each major country worldwide. Produced in partnership with Brigham Young University.

Exporter's Encyclopaedia & Fact File
DISCONTINUED BY PUBLISHER
MN REF 382.6025 EX75E (annual; Fact File provides semi-monthly updates) Provides details and regulations for countries; Fact File provides updates. From Dun & Bradstreet.

Craighead's International Business, Travel, & Relocation Guide to Countries
MN REF 910.202 C844C (biennial - multiple volumes)
In-depth information about doing business, living, and working in countries most important to international business.

Dictionary of International Business Terms.
John J. Capela. MN REF 382.03 C17D 2000
Definitions for approximately 5,000 international business trade terms.

Dictionary of International Trade: Handbook of the Global Trade Community. Edward G. Hinkelman. MN REF 382.03 H592D 2000
Terms, acronyms and abbreviations, international dialing guide, maps/currencies of the world, guide to ocean & airfreight containers, trade resources, websites, service providers.

Online Resources and Library Databases

Global Road Warrior: The Ultimate Guide to the World – Library Database – must use City of Mesa library card and PIN to access remotely.
Designed for those engaged in international trade and business travel. Provides comprehensive, current information about countries world-wide.

STAT-USA- Government Database
Includes NTDB Global Trade Directory for identifying international trade contacts, importers/exporters searchable by product, company, region plus trade opportunities, country information. Information collected/produced by US Government.
* Free access through Federal Depository Libraries. For use inside Main Library location. Ask Librarian to log you in.

Business & Company Resource Center – Library Database – must use City of Mesa library card and PIN to access remotely.
Articles from business newspapers and journals as well as information about companies and industries.

Business.gov Import/Export Page
<http://www.business.gov/expand/import-export/>
Official links to information from US Govt. agencies.

US Customs and Border Protection www.cbp.gov
Click "Trade" on menu bar for information about importing, exporting, cargo security, trade programs, trade publication reference publications, forms, and links to other documents and trade agreements.

Export.gov - US Government Export Portal
<http://export.gov/index.asp>
Resources from across U.S. Government to assist American businesses in planning international sales strategies. Resources include market research, trade leads, export finance information, agricultural export assistance.

Export-Import Bank of the United States
<http://www.exim.gov/index.cfm>
The official export credit agency of the U. S. designed to assist in financing the export of U.S. goods and services to international markets.

International Trade Administration
<http://www.trade.gov/>
Assistance and information for those conducting trade, including access to export counseling.

National Trade Estimate Report on Foreign Trade Barriers. Office of the US Trade Representative. <http://www.ustr.gov/about-us/press-office/reports-and-publications/> (Select Year) Annual Outlines foreign barriers affecting US export of goods and services, foreign direct investment by US persons, and protection of intellectual property rights. Organized by country. Good to check if planning to engage in international trade with a specific country. Many other reports/archives at site.

Europages.net European Business Directory
<http://www.europages.net/>
Europe's leading small and medium-sized companies.

Sector Pages <http://www.sectorpages.com/>
Global business yellow pages, searchable by company, product, or service.

Strategis.ic.gc – Canada's Business & Consumer Site <http://strategis.ic.gc.ca/engdoc/main.html>
Canadian company directories and statistics.

Superpages.com Global Directories
<http://www.superpages.com/global/>
Search yellow and white page directories from around the world.

Thomas Global Register of Manufacturers

<http://www.thomasglobal.com/>

Worldwide industrial directory.

Language Learning

The library features many books, kits, and audio CDs/cassettes for developing skills in a wide variety of languages. These items are available for check-out. Locate items by searching the exact subject using the following example:

Chinese language – self-instruction

Local Organizations**Arizona Department of Commerce - International Business**

<http://www.azcommerce.com/BusAsst/International/>

Assists small and medium sized Arizona companies with exporting. Also helps market Arizona to foreign companies as an excellent location for their U.S. expansion. Site includes many reports, country/industry profiles, trends, and statistics.

Arizona Small Business Development Center Network – Maricopa County

<http://www.azsbdc.net/>

Provides counseling and workshops to enable businesses to start, grow, and prosper. In partnership with the US Small Business Administration. (480) 784-0590.

Greater Phoenix Score – East Valley Branch

<http://evaz.scorechapter.org/>

Current and former executives/mentors who offer free one-on-one counseling and free or low-cost seminars on basics of operating a business. In partnership with the US Small Business Administration. In Mesa. (480) 833-9020.

Revised 10/09 Sandra G. Rizzo, Business Librarian