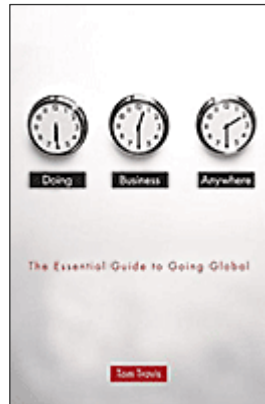


Here's an author who does not suffer from insecurity issues: no matter how you look at it, the title of Tom Travis' book, *Doing Business Anywhere - The Essential Guide to Going Global*, is a mouthful. But hey, maybe that's good news, maybe this is finally the one source that tells you everything you need to know before taking your company global, creating a new international subsidiary, or engaging in a foreign partnership?

The slim volume of the book (178 pages, printed in a font size almost anyone can read without glasses) already hints at the disappointing answer: not even close. Travis' education as a lawyer and his position as a managing partner in a trade law firm clearly show in a scope and breadth that are more limited than the book's title seems to suggest. The author focuses on what he calls the 'Tenets of Global Trade', a collection of wisdoms he believes 'will guide successful entrepreneurs as they explore the (...) global marketplace.' These six tenets are: 'Take advantage of trade agreements: think outside the border,' 'Protect your brand at all costs,' 'Maintain high ethical standards,' 'Stay secure in an insecure world,' 'Expect the unexpected,' and 'All global business in personal.'



To be sure, that's by no means a bad list to start with. These days, staying domestic is rarely a good strategy for corporations beyond a certain size, the need to protect your brand and IP is unquestionable, and the risks of getting in trouble by bribing someone are real, as is the need to protect people and assets from security threats such as terrorism. 'Expect the unexpected' warns of the constant dangers presented by social unrest, natural disasters, currency fluctuations, pandemics, and other global risks, and the final tenet talks about the need to travel and stay connected if you want to be successful.

All of these are valid points, albeit a bit of the motherhood-and-apple-pie variety. Sure, nobody in their right mind could disagree with any of these, but what exactly are you supposed to do in order to advance the success of your business? Sadly, Travis often offers rather simplistic advice ('Read the fine print.' 'Seize opportunities when they arise.' 'Secure your data.' 'Do your research now.'), but fails to add the necessary depth to make it meaningful and actionable.

In addition, the author makes no mention of numerous other crucial aspects to consider when going global, from assessing markets to establishing a relevant local presence, from negotiating across cultures to creating and nurturing productive international teams. In short, *Doing Business Anywhere* promises much but keeps little — too little to warrant a recommendation.



Lothar Katz is the founder of Leadership Crossroads. He has a wealth of experience in achieving productive cooperation across cultures and driving business success on a global scale.

A seasoned former executive of Fortune 500 company Texas Instruments, he regularly interacted with employees, customers, outsourcing partners, and third parties in numerous countries around the world, including many parts of Asia. Mr. Katz is the author of "Negotiating International Business – The Negotiator's Reference Guide to 50 Countries Around the World".

