

Taking your business international is a tough challenge. Beyond the obvious set of questions, such as how to fund your international expansion, which markets to target, how to best serve them, etc., there are many others you may not even realize you'll need to answer: Should you serve your international markets directly or indirectly? How are your export products classified? What is the best way to minimize your foreign credit risk? How can you achieve global branding consistency?

James F. Foley covers these aspects, and many others, in his comprehensive book *The Global Entrepreneur*. The author, formerly a global business professional and now Director of the International Trade Center at Bradley University, presents his information from a U.S. perspective. Nevertheless, the range of subjects covered and the systematic coverage of strategic and tactical aspects of going global may appeal to international readers, too.

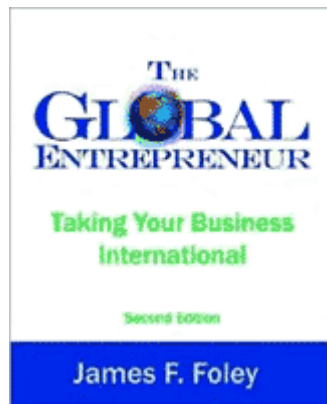
Foley starts with fundamental questions: Why go global, and when is your company ready to go global? He gives precise criteria to help you answer these questions before moving on to practical topics.

Written in a textbook style, *The Global Entrepreneur* covers a lot of ground: from product classification to sources of international market data, from international pricing to tax and accounting issues, from logistics to documentation, from international advertising to foreign direct investing, the author systematically addresses areas of relevance to all, or at least some, of those companies seeking to build an international presence.

In-between these sections, Foley continually brings up the "big" questions: Which foreign markets will be successful for your product? How do you find the right partners for direct/indirect exporting? How can you identify and meet the needs of your international buyers? How do you assess your progress and success?

To be sure, the book has a few shortcomings. The 8-page section on "International Business across Cultures" and the 12-page one on "The Internet and International Trade," for example, both present rather shallow introductions into subject areas that warrant much deeper coverage.

Nevertheless, *The Global Entrepreneur* is likely the most comprehensive introduction into this complex and challenging field. It is an excellent book for small entrepreneurs and leaders of medium-size companies looking beyond the limitations of their local markets.



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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".

