



# How Small Business Trades Worldwide: Your Guide to Starting or Expanding a Small Business International Trade Company Now

*By John Spiers*

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## How Small Business Trades Worldwide: Your Guide to Starting or Expanding a Small Business International Trade Company Now By John Spiers

At some point in most careers one considers the idea of starting a business. Some people want to pursue a dream, some figure they can beat the boss at his or her own game, and for some people unemployment forces the issue. US Customs tells us most international traders are small businesses, and world trade continues to grow rapidly. Given the improvements in transportation and communication worldwide, inevitably now small business in USA has some international component...some more than others. Surely there is no safer investment for your time and money than self-employment. Surprisingly, for many who start their own businesses, making money is not always the prime motivator. Nonetheless, recent studies provide some remarkable information about self-employment: 80% of the millionaires in USA became so in their own career - 2/3rds are self-employed; the self-employed are four times more likely to be millionaires than others. It seems the most common career move in becoming rich is to become self-employed. This book now shows you how to build a business and takes you through the steps so you will know you can do it, and is structured so you may take positive steps after each chapter toward building your business. Surely you will finish the book before your business gets started, but by the time you finish the book, not only should you feel "ready to go", but actually be on your way. World trade is different from the domestic variety, and small is different from large business. Small Business International Trade has some specific challenges which this book illumines and solves. Starting a business is necessarily disruptive... but to what extent? Like the tennis pro who shows you how to get great improvement out of small changes, book assumes you can stand minimal disruption and risk. For those who desire to engage directly in world trade, and for those who are hired to do so, this book explains how small business trades worldwide.

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### **Editorial Review**

#### About the Author

John Spiers has been developing trade worldwide since 1974. Self-employed since 1984, John shares his how-to in seminars highly rated by participants for content, experience, pace and humor. He shares over 25 years experience in international trade buying/selling, operations and computerization, market penetration, sourcing products, structuring finance and distribution plans.

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