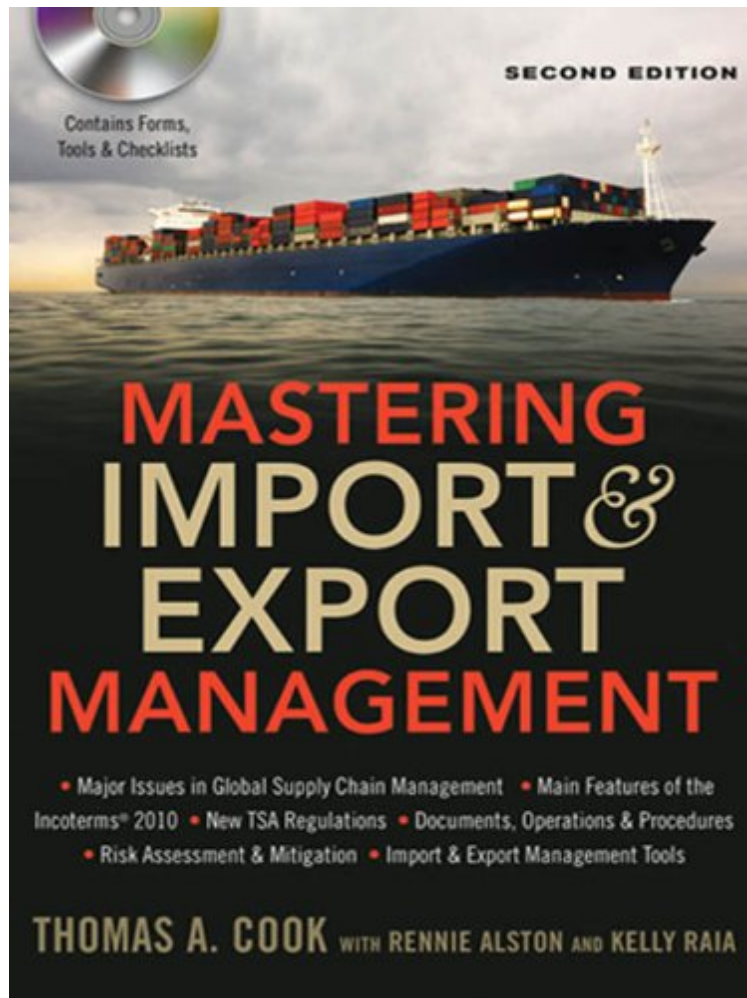


Mastering Import Export Management

THOMAS A. COOK, Rennie ALSTON, Kelly RAIA
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With billions of dollars generated annually, importing and exporting is a potentially lucrative arena for

growth—and a bewildering tangle of rules and regulations. Packed with hundreds of cost-effective strategies, ready-to-use forms, and valuable checklists, the second edition of *Mastering Import Export Management* explains how to efficiently—and legally—navigate the complex world of international trade. From the big picture of pinpointing the best markets to the nitty-gritty of packing a container, this sweeping guide examines how to spot potential risks, apply quality control procedures, prepare documentation accurately, and more. This revised and updated edition addresses how best to handle recent crises like the earthquakes and tsunami in Japan, the economic downturn, or political instability in countries like Egypt, Tunisia, Bahrain, and Libya. It also covers every new compliance and security regulation, as well as evolving best practices, including: • C-TPAT guidelines • Incoterms • In-house compliance programs • Freight cost-reduction tips • Beefed-up TSA regulations • Improved technology options • President Obama's new export initiatives. It's an indispensable resource for today's complex and changing global marketplace.

“Not since 9/11 has a book covered all the old and new supply chain import/export management issues, and offered an array of cost-effective options in bringing competitive advantage and reducing global risks.... This is a must-read book and a key addition to every supply chain manager's library.” — From the Foreword by Spencer Ross, President, National Institute for World Trade

As a supply chain professional, it's your job to keep up with new and changing laws, stay abreast of late-breaking regulations, keep costs in balance, and identify opportunities that will help your company survive and prosper. Packed with hundreds of cost-effective strategies, ready-to-use forms, and valuable checklists, the second edition of *Mastering Import Export Management* gives you all the tools and guidance you need to efficiently and legally navigate the complex world of international trade. Much has transpired affecting the business of exporting and importing since the initial publication of this trusted resource. Fully revised and up to date, the second edition of *Mastering Import Export Management* lets you in on how to handle the consequences of everything from the economic downturn, to recent crises like the earthquakes and tsunamis in Japan, to political instability in countries like Egypt, Tunisia, Bahrain, and Libya. The book covers new compliance and security regulations, as well as information on evolving best practices, including: • C-TPAT (Customs Trade Partnership Against Terrorism) guidelines and validation process • Incoterms • In-house compliance programs • Freight cost-reduction tips • Beefed-up TSA regulations • Improved technology options in Global Supply Chain Management • Data transfer on new TSA (Transportation Security Administration) regulations for Cargo Security and Screening • Title transfer and revenue recognition protocols • President Obama's new export initiatives • And more

Comprehensive and easy to understand, the book reviews the fundamentals of import/export management, showing you how to: • Assess all of your options • Train and educate your staff • Understand and integrate the latest requirements into your global supply chain • Create standard operating procedures that work • Obtain buy-in from senior management • Manage costs more effectively • Achieve high levels of compliance and security • Assign responsibility and accountability • Proactively plan, prepare, and budget to help assure competitive landed costs and open trade lanes • Develop new resources

With billions of dollars generated annually, importing and exporting is a potentially lucrative arena for growth—and a bewildering tangle of rules and regulations. To stay competitive, you have to understand the changes, anticipate new directions, and keep the costs of compliance and security in balance. An indispensable resource for today's complex and changing global market place, *Mastering Import Export Management* gives you the timely and practical information necessary to help you and your organization stay ahead of the curve and keep profits high, every step of the way. Thomas A. Cook has over three decades of experience in global logistics and international business, and two decades teaching with the American Management Association, Global Training Centers, and the District Export Councils. He lives in the hamptons, New York.

As the import/export arena continues to change drastically in response to world developments, economic changes, and advances in technology, it's your responsibility to keep up with the latest rules, best practices, and security and compliance requirements. Filled with all the forms, tools, and checklists you'll ever need, *Mastering Import Export Management* provides you with everything necessary to run a thorough, efficient, and legal import/export operation of any size. From the big picture of pinpointing the best markets to the nitty-gritty of packing a container, this sweeping guide examines how to spot potential risks, apply quality control procedures, prepare documentation accurately, and more. Extensively revised and updated, the second edition explains how to: • Determine how your products and services can best compete globally • Structure an effective export program • Understand key distribution logistics and foreign tax considerations • Meet sales and service demands by recognizing the factors involved • Negotiate problems the right way • Leverage the benefits of third-party logistics • Apply quality control procedures • Control the terms of sale • Deal with freight and logistics issues to reduce cost • Negotiate better rates • Get the best service contracts • Assess the value of using consolidators • Identify risks to avoid the major pitfalls of international freight shipments • Learn the liability basics • Spot potential exposures in new markets • Insure against physical, political, and credit risk • Control cargo loss • Learn the science and art of properly packing for transit • Minimize losses in transporting

bulk liquids, pulp, and paper; understand the variables of containerization, sea shipping, and air shipping. •; Finesse your documentation; utilize Incoterms correctly; navigate the demands of the Harmonize Tariff Schedule of the U.S. (HTSUS), Bureau of Export Administration (BXA), Federal Maritime Commission (FMC), Automated Export System (AES); learn when and how to use the SED. •; Handle specialty issues; learn the ins and outs of shipping equipment overseas for temporary use; ship perishable freight safely; evaluate air versus ocean shipping; deal with strikes; observe key practices if yours; re in the entertainment or communications industry. The definitive guide to import/export management intensively researched and painstakingly written by one of the leading experts in the field — and now brought thoroughly up to date — the second edition of *Mastering Import Export Management* is the gold standard for best practices in this constantly changing field.