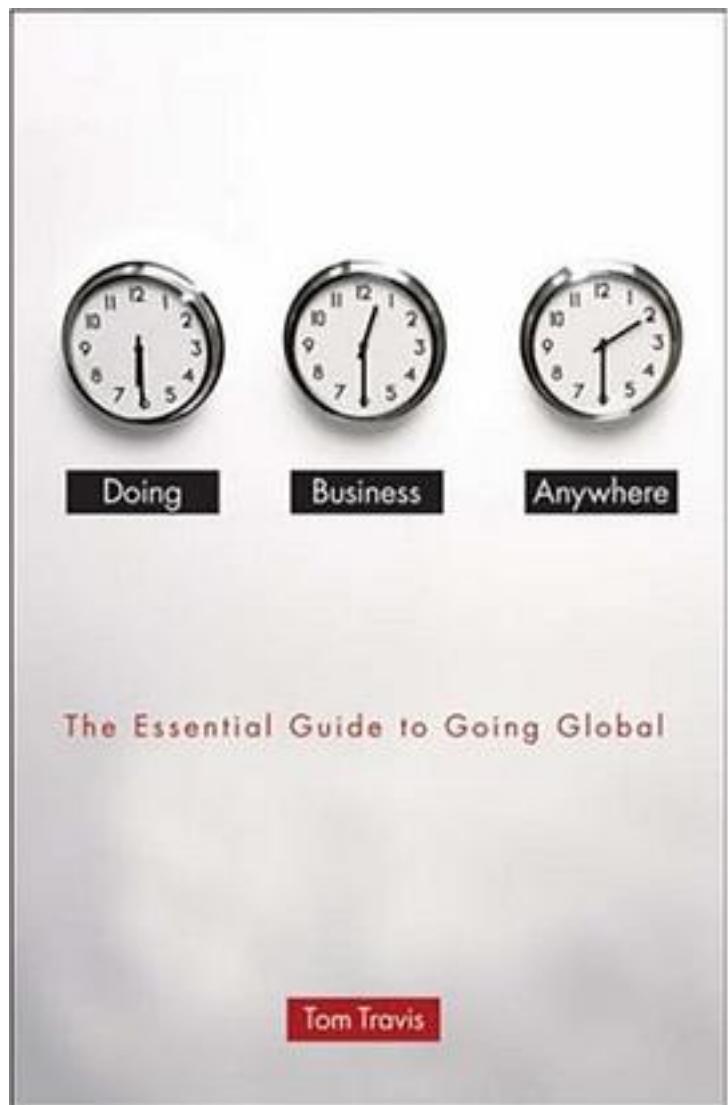


Doing Business Anywhere



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出版者:John Wiley & Sons Inc

出版时间:2007-4

装帧:HRD

isbn:9780471973171

"Through his principles of global trade and real-life examples, Tom Travis will help you find your seat at the globalization table. If you want to understand the universal themes for global expansion, read this book." --George Feldenkrais, Chairman and Chief Executive Officer, Perry Ellis International "Keeping your focus on high ethical standards as well as security, building solid personal relationships, and maintaining real openness while expecting the unexpected - these are good rules for anyone seeking to compete in a rapidly, and in many ways, radically changing global economy. This book has such good advice, and more." --Bill Brock, Former U.S. Trade Representative " "Doing Business Anywhere" is an excellent book for any business person who thinks global. The Tenets of Global Trade Travis outlines are the fundamental building blocks for global business. Read this book, then read it again." --Rodney M. Birkins Jr., Senior Vice President, Global Sourcing Design and Product Development, QVC Inc. " "Doing Business Anywhere" by Tom Travis captures that very unique perspective of the core issues and break-through thinking on global trade. Tom's great counsel and insight brings to light a perspective that is crucial to succeed in the challenges as well as issues related to global trade. Well done " --Jerry Cook, VP Government and Trade Relations, Hanesbrands, Inc. "Anyone whose business relies on going global needs to read this book and understand its message. Tom Travis has artfully distilled the most important principles of international trade." --Ken Eaton, Former SR VP and Managing Director, Global Procurement, Wal-Mart Stores, Inc. "With his decades of international experience, only Tom Travis could have articulated global trade in such a clear, educational and enjoyable manner. "Doing Business Anywhere" is a must read for "every" business leader and manager." --Steven R. Walton, Chairman, Wing Tai International Apparel Group " "Doing Business Anywhere" clearly demonstrates that Tom Travis is a master of the game...his thoughtful guide to global trade and his clear prose make this a must read for anyone wanting to compete and succeed in the global economy." --Mark B. Rosenberg, Chancellor, State University System of Florida "As a professor, author, entrepreneur and consultant on the supply chain who has seen the supply chain evolve from a domestic practice to a global science I tip my hat to Tom Travis for condensing everything entrepreneurs and business leaders need to know about global trade into one concise and absorbing book. Tom rightly points out that because problems and road blocks can exist at every turn that integrating his Six Tenets of Global Trade into every aspect of your supply chain is critical to your success. This book is hard to put down as each of the tenets is presented in the context of real stories of global trade. Intriguing Everyone in global trade should have "Doing Business Anywhere" on their bookshelf." --James A. Tompkins Ph.D., Chairman, CEO and Founder of Tompkins Associates., Inc.

"Challenges and opportunities are an integral part of today's international trade environment. Not only do we have to secure the trade supply chain but we also have to facilitate the movement of legitimate goods across borders. For those of us involved in this form of economic activity, whether we are from the public or private sector, it is vital that we recognize the importance of international trade to the economic prosperity of the world's nations. Its catalytic role in alleviating poverty, enhancing financial stability, and promoting social well-being can never be under-estimated. As the author of this book, Tom Travis, so rightly says, we are all actively involved in global trade as we go about our daily lives whether we consciously know this or not.

Globalization too is part and parcel of the international trade landscape and it is imperative that one learns to navigate this terrain if one wants to succeed in the business environment of the 21st century. This is exactly what this book sets out to do. It provides the reader with six tenets of global trade backed by clear explanations as to how they should be applied in real-world situations involving a wide range of role-players. The book is an indispensable guide to trans-national economic operators, global business leaders and others who are part of the international customs and trade community as it provides an arsenal of tools that will enrich the quality of doing

business globally. From taking advantage of trade agreements, to protecting your brand at all costs, to maintaining high ethical standards, Tom Travis' incredible understanding of the business world and the issues that impact on the trade environment make him the ultimate business coach. Indeed, the book captures the essential ingredients that are necessary to make today's business men and women excel and win. This essential guide is a global winner and I highly recommend it for its insight and value-added leadership." --Michel Danet, Secretary General, World Customs Organization "With his Six Tenets of Global Trade, author Tom Travis will help CEOs everywhere get it right when it comes to global trade. He lays out the most important aspects of trade that businesspeople--especially those of us in the apparel industry - need to know in order to be successful. It's not easy to manage the numerous elements involved in forging trust-based and profitable trade relationships - relationships that benefit everyone involved. This incisive book helps businesspeople achieve just that. His lessons on branding and social responsibility in particular are hugely valuable for anyone just entering the worldwide trade arena. And even if you've been around the global block a few times, you'll learn something new and thought provoking. Travis's book is an essential read for anyone expanding their horizons gl

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