



# Essentials of Exporting and Importing: U.S. Trade Policies, Procedures, and Practices

By Harvey Shoemack, Patricia Mink Rath

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*Essentials of Exporting and Importing* provides the merchandising, marketing, or business student a practical, basic guide for importing and exporting products, services, or technology in a global economy. This fashion industry focused text will help readers learn what is necessary to carefully and thoroughly analyze a company's internal and external resources in order to grow and generate profits in a global marketplace. Fully updated with information on recent changes in U.S. export-import trade policies and procedures, current trade trends, and key trade relationships, this edition discusses how to identify and enter emerging markets and covers how global trade issues-such as cultural political, and economic climates-affect the textile and apparel industry.

### New to this Edition:

- ~New chapter opening vignettes provide real life examples from the fashion industry
- ~Brief case studies of companies and entrepreneurs highlight chapter content in practice. Examples include: "Hall & Madden: Providing Customers with Bespoke Shirts at Department Store Prices" (Ch 2), "Basics of Exporting: Health and Beauty Aids for Africa" (Ch 4), and "Patagonia's Support of Growth and Sustainability" (Ch 9)
- ~New Chapter 10 provides four longer case studies relevant to exporting and importing

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### Editorial Review

#### About the Author

**Harvey R. Shoemack** is an international business and marketing specialist and adjunct faculty at three Chicago-area colleges, USA. For more than 30 years, he has helped American firms access foreign markets, while also assisting international firms and organizations seeking business in the United States.

**Patricia Mink Rath** is a consultant in marketing education in Winnetka, Illinois, USA. Her fashion merchandising experience includes work as a retail executive in department stores in the USA. She has taught college-level courses in fashion marketing and merchandising, consumer behavior, retail buying and management for more than 30 years. Mink Rath is co-author of *Marketing Fashion: A Global Perspective* (Fairchild Books, 2012) and *The Why of the Buy: Consumer Behavior and Fashion, 2nd Edition* (Fairchild Books, 2014), among other books.

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