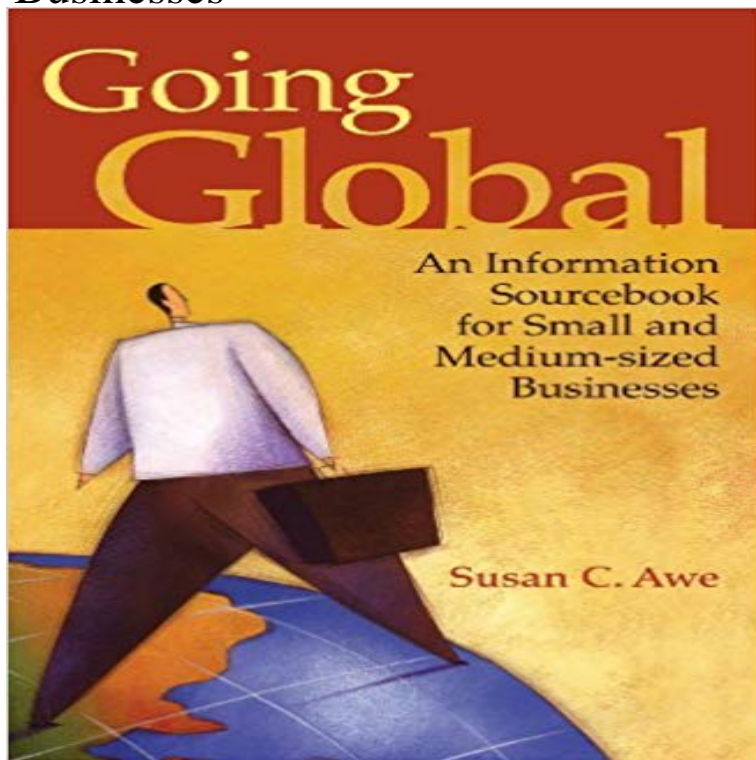


## Going Global: An Information Sourcebook for Small and Medium-Sized Businesses



This title helps small and medium-sized enterprises discover the advantages and disadvantages of international business and plan their entry or expansion strategies. Includes chapters on specific aspects of developing and expanding an SME globally, including creating a business plan and building a website. Lengthy bibliographies are included at the end of each chapter, listing and evaluating print and electronic resources for the international SME entrepreneur. A brief glossary defines international trade terms. A helpful index provides additional access points to information resources including authors, titles, and keywords. An appendix of additional resources organized by regions of the world includes many additional resources not described in individual chapters. Takes readers through a step-by-step process, from planning and market analysis to sustaining international trade and using the internet globally.

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