

2003 CATALOG

CELEBRATING OUR 10TH YEAR!

PROFESSIONAL BOOKS

56 Leading Edge International Reference Books

- New Dictionary, 5th Edition
- New Global Connect!, 4th Edition
- New Importers Manual USA, 4th Edition

E-CONTENT

3 E-Content Subscription and Licensing Opportunities

- New WorldTradeREF for Trade & Logistics
- New GlobalConnect! for Telecommunications & Connectivity
- Global Road Warrior for Travel, Communications & Culture

MAPS

Own the World!

- New World Map Poster
- New USA Map Poster
- Quality Raster and Vector Maps

BRANDED PREMIUMS

Your Branding on our Media

- Custom Book Covers with your Design and Logo
- Online Web Content to Increase Web Hits & Visitor Retention
- World and USA Map Posters

International Trade, Travel, Communications and Culture



WORLD TRADE PRESS®

Books, E-Content, Maps & Software



Dear International Trade Professional:

We are pleased to celebrate our tenth year in business with our most comprehensive catalog of professional books, e-products, maps and premium products ever!

For those who have a deep involvement in international trade and development, World Trade Press is a name long associated with the finest print reference products available anywhere in the world. Many of you know of and use our *Dictionary of International Trade*, *Country Business Guides*, *Short Course Series*, and some of you got your start in trade with our *Basic Guide to Exporting*.

Today, World Trade Press does more than publish exceptional trade information in book format. Since our founding in January 1993 we have become an integrated media, software and information technology company – all with an international focus.

Our products are designed to foster and support your international trade, development and communications efforts. We support management, staff, partners and clients with comprehensive, practical reference tools, software applications and innovative branding opportunities.

Take time to explore our new catalog – it's twice the size and introduces many new and exciting products. Some highlights:

- We have new editions of top sellers: *The Dictionary of International Trade 5th Edition*, *Global Road Warrior 4th Edition* and *Global Connect! 4th Edition* – along with online and CD-ROM counterparts.
- You'll find five new additions to our popular Short Course in International Trade Series: *Business Ethics*, *Business Plans*, *Joint Ventures*, *Intellectual Property Rights* and *Marketing Blunders*. The series is now twelve strong.
- We now make our proprietary world and USA map posters available on an individual sale basis and in bulk for co-branding.
- You will also find increased opportunities to co-brand our products as your own: premium gift ideas, co-branded online content, poster maps, even customized applications.



Increasingly, global companies are using World Trade Press as a cross-functional media provider and partner. As you're in the process of Going Global, we will continue to support you in the process of Knowing Global.

Edward G. Hinkelman

Edward G. Hinkelman
CEO/Publisher

TABLE OF CONTENTS

PROFESSIONAL BOOKS

<i>Global Connect! 4th Edition (Desk Edition)</i>	3
<i>Global Connect! 4th Edition (Travel Edition)</i>	3
<i>Dictionary of International Trade 5th Edition</i>	4-5
<i>Importers Manual USA, 4th Edition</i>	6
<i>Importers Manual USA CD ROM Version</i>	6
<i>Global Road Warrior, 4th Edition</i>	7
<i>Global Road Warrior CD ROM Version</i>	7
<i>Short Course Series (12 titles)</i>	8-11
<i>Passport Series (25 titles)</i>	12-13
<i>Country Business Guide Series (12 titles)</i>	14-15
<i>Basic Guide to Exporting 3rd Edition</i>	16
<i>Services: The Export of the 21st Century</i>	16

E-CONTENT

<i>E-Content: Subscription & Licensing Information</i>	17
<i>WorldTradeREF</i>	18-19
<i>GlobalRoadWarrior</i>	20-21
<i>GlobalConnect</i>	22-23

MAPS

<i>World Map Poster</i>	24
<i>USA Map Poster</i>	25
<i>Country Maps in Raster & Vector Format</i>	26

BRANDED PREMIUMS

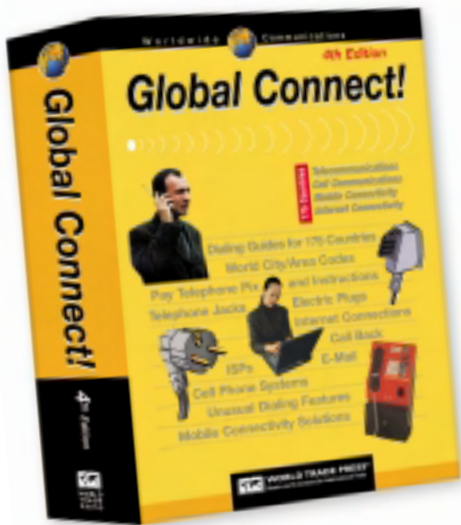
<i>Dictionary of International Trade</i>	27
<i>Global Connect!</i>	28
<i>Map Poster Premiums</i>	29

ORDER INFORMATION

<i>Order Information, Distribution, Translation Rights</i>	30
<i>Order Form</i>	31

BOOKS: Global Connect!

Now Available in Desk/Library and Travel Editions



The World's ONLY
Comprehensive Guidebook
to Telecommunications and
Global Connectivity

**INDISPENSABLE TO ANY CORPORATE, PUBLIC,
TRAVEL OR TELECOMMUNICATIONS LIBRARY**

Features

- World's largest and most comprehensive data set of telecommunications, cell communications and mobile connectivity (Internet, e-mail) information
- Consistent coverage in all data categories for 175 countries (Desk/Library Edition) or 161 countries (Travel Edition)
- Vital telecommunications appendices – 26 (Desk Edition), 17 (Travel Edition), ranging from a 200+ term glossary to our indispensable 20 Problems/ 20 Solutions for Mobile Connectivity
- Exclusive content such as world's largest collection of public telephone photos
- Key appendices, including 25 Problems and Solutions for Mobile Connectivity, Guide to Electric and Phone Plugs and International Dialing Guide

Benefits

- Improves remote communications with employees, clients, family and friends
- Saves money by correctly dialing international calls the first time
- Offers quick answers in emergency situations
- Saves time and avoids frustration
- Assists helpdesks and other support departments

NEW

Desk/Library Edition

Global Connect! 4th Edition

Hardcover

960 pages

Dimensions: 6.5" x 9"

ISBN 1-885073-94-1

US \$88.00

The Global Connect! Desk/Library Edition covers 175 countries with five to six larger format pages of content per country, plus appendices in a desk-top edition for serious international communicators.

Handy Travel Edition

Global Connect! Portable 3rd Edition

Paperback

416 pages

Dimensions: 5" x 8"

ISBN 1-885073-92-5

US \$24.95

The Global Connect! Travel Edition covers 161 countries with two to three pages of the most important content per country, plus appendices, in an easy carry-along size for international travelers to stash in their laptop bag or carry-on luggage!

Global Connect!

Global Connect! is the world's first truly comprehensive guide to international telecommunications, cell communications, Internet connectivity and mobile connectivity.

The result of more than two years of continuous research and development, no other reference comes close to collecting and organizing the data required to make and receive calls from anywhere in the world.

Global Connect! helps users make international calls quickly and efficiently, stay connected via the Internet anywhere in the world and save time and money in the process. *Global Connect!* contains 16/17 appendices of vital communications data plus 175/161 country listings. Each country listing is highly organized and covers the same set of topics.

EACH COUNTRY LISTING INCLUDES

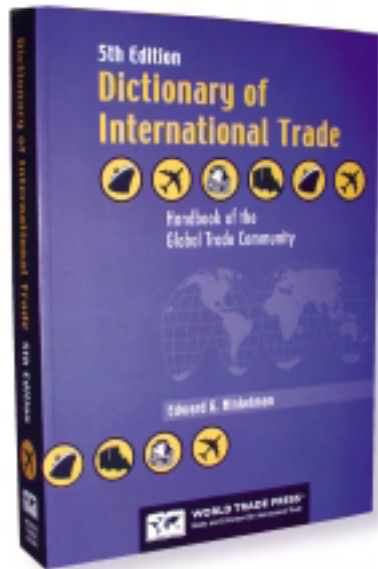
- Quick Start Dialing Guide
- Cell Phone Dialing Guide
- Dialing Codes and Useful Numbers
- Local Emergency Numbers for Police, Fire and Ambulance
- Unusual Calling Features
- How to Connect to the Internet
- Local Internet Connect Numbers
- Local ISPs
- Local Internet Cafés
- Cellular Service Providers
- Illustrations of Electric and Modem Plugs
- Public Telephone Photos and Instructions
- Country GSM Coverage Map (Desk Edition)

Ask Us About: Corporate Sales, Co-branding of Global Connect! Book Cover, Localization, Volume Pricing, Book Clubs, Co-branding and Internet, CD-ROM or Custom Content Development

In the USA (800) 833-8586 • www.worldtradepress.com

BOOKS: *Dictionary of International Trade, 5th Edition* Handbook of the Global Trade Community

NEW



Dictionary of International Trade 5th Edition

Handbook of the Global Trade Community
Includes 19 Key Appendices

Edward G. Hinkelman

Softcover

608 pages,

6.5" x 9"

ISBN 1-885073-82-8

US \$45.00

A MUST FOR ANYONE INVOLVED IN INTERNATIONAL TRADE

New 5th Edition features

The *Dictionary of International Trade* has undergone a major update and expansion. With 192 pages of additional content, the book is now half dictionary and half encyclopedia. In addition to the revised A – Z section, there are 19 important appendices.

New features include:

- Illustrated Guide to Ocean Freight Containers
- Illustrated Guide to Air Freight Containers
- Illustrated Guide to Incoterms 2000
- Illustrated Guide to Letters of Credit
- Top 250 Web sites for International Trade
- 655 Key Words in 8 Languages
- Computer Terms Glossary
- IATA Codes Worldwide by Location and by IATA code

Dictionary of International Trade

The industry standard! Every business has its own language, lexicon and lingo, and international trade is no exception. Consider: *ad valorem*, *GATT*, *most favored nation*, *NAFTA*, *antidumping*, *GSP*, *countertrade*, *FOB*, *ocean bill of lading*, *letter of credit*, *FTZ*, *Harmonized Tariff Schedule*, *IMF* and *chaebol*. International trade is a business where “I think I know” isn’t good enough. What you don’t know can really hurt you.

The World Trade Press *Dictionary of International Trade* is the most respected and largest-selling dictionary of trade in the world. It is used by importers, exporters, bankers, shippers, logistics professionals, attorneys, economists and government officials in more than 100 countries worldwide.

TABLE OF CONTENTS

<i>Dictionary of International Trade</i>	7 - 208
<i>Acronyms and Abbreviations</i>	209-224
<i>Country Codes</i>	225-231
<i>International Dialing Guide</i>	232-234
<i>International Dialing Codes</i>	235-249
<i>Currencies of the World</i>	250-258
<i>Business Entities Worldwide</i>	259-270
<i>Weights and Measures</i>	271-277
<i>Maps of the World</i>	278-288
<i>Guide to Ocean Freight Containers</i>	289-320
<i>Guide to Air Freight Containers</i>	321-330
<i>Guide to Incoterms 2000</i>	331-359
<i>Guide to Letters of Credit</i>	360-378

Contributors

The World Bank, Swiss Bank Corporation, the U.S. Department of Commerce, Hapag-Lloyd (America) Shipping Co., SeaLand Shipping, Export Today, Air Transport Association of America (ATA), International Air Transport Association (IATA), Business America, CIGNA Property and Casualty Co. and Distribution Magazine.

Branding / Premium Sales

The *Dictionary of International Trade* is available in bulk quantities with a cover of your firm’s design. The *Dictionary* has a proven track record as a trade reference and promotional premium. See page 27 for details.

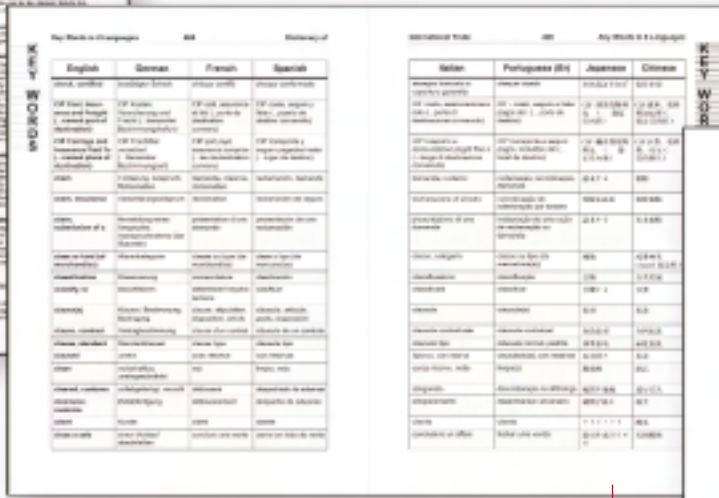
Dictionary Online

The *Dictionary of International Trade* is also available in electronic format as *WorldTradeREF* for use on your corporate Internet or intranet site. It can also be packaged as a cross-platform CD-ROM with your firm’s name and logo. See page 18 for details.

<i>Computer Terms</i>	379-394
<i>Resources for International Trade</i>	395-404
<i>Web Resources</i>	405-422
<i>Guide to Trade Documents</i>	423-447
<i>655 Key Words in 8 Languages</i>	448-512
<i>World Airports by IATA Code (9000+)</i>	513-560
<i>World Airports by Airport (9000+)</i>	561-608



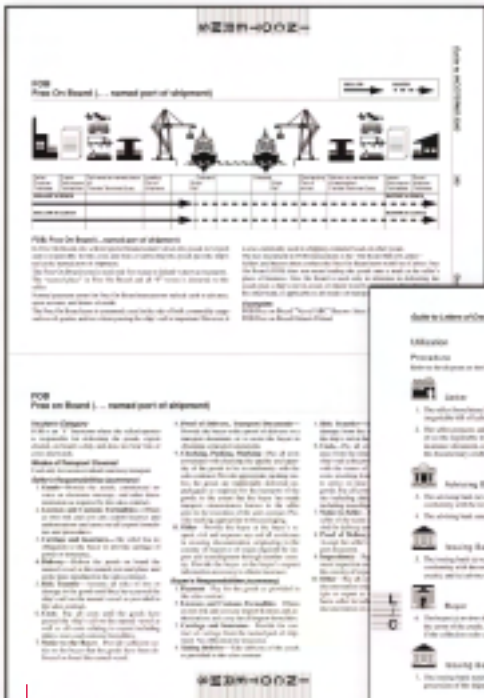
Detailed Definitions of the 2,590 most important trade terms worldwide



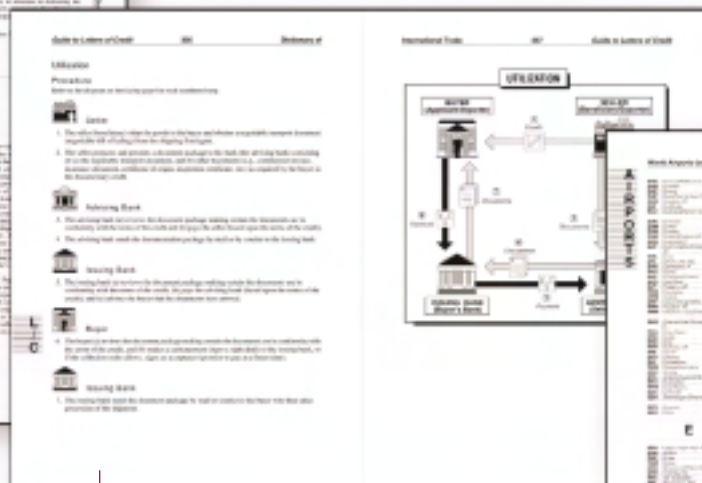
655 of the world's most important Trade Terms translated into 8 languages: English, German, French, Spanish, Italian, Portuguese, Japanese and Chinese



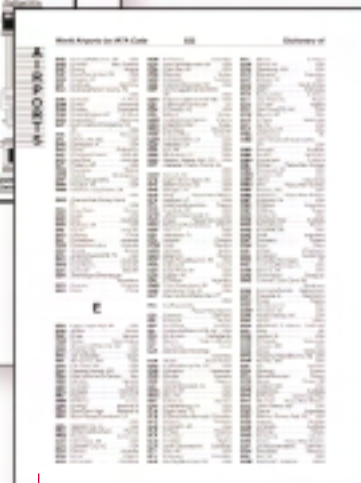
3-D illustrations and specifications for the 17 most common Ocean Freight Containers



The world's most comprehensive illustrated guide to *Incoterms 2000*



A step-by-step illustrated 18-page guide to *Letters of Credit*



10,627 world airports and locations listed by *IATA Code*

BOOKS: Importers Manual USA, ^{NEW} 4th Edition



Importers Manual USA 4th Edition

The Single-Source Encyclopedia for Importing to the United States

Hardcover: 960 pages
8.5" x 11"

7 sections, 132 illustrations,
37 photos, 350+ key addresses,
ISBN 1-885073-93-3
US \$145.00

Importers Manual USA CD-ROM

PC (Windows) &
Macintosh compatible

ISBN 1-885073-10-0
US \$145.00

Importers Manual USA, 4th Edition

Importers Manual USA is the most comprehensive single-source reference in existence for importing to the U.S. It is relied upon by large and small importers, bankers and attorneys, foreign exporters to the U.S. and trade missions worldwide.

The manual is highly organized for ease of use and divided into the following major sections:

- Commodity Index (how-to import data for all 99 Chapters of the Harmonized Tariff Schedule)
- U.S. Customs Entry and Clearance
- U.S. Import Documentation
- International Banking and Payments
- Legal Considerations of Importing
- Packing, Shipping & Insurance
- 72 Infolists for Importers

Importers Manual USA CD-ROM

Importers Manual USA is also available on CD-ROM. The CD-ROM works on any PC (Windows) or Macintosh computer running Microsoft Internet Explorer version 5.0 or above.

SPECIAL OFFER:

Purchase both the book and CD-ROM version of Importer's Manual for only \$232.

Features

Commodity Index – The commodity index serves as the central feature of the *Importers Manual*. It is organized into 99 “Chapters” to correspond to the Harmonized Tariff Schedule. Each chapter contains extensive information on entry procedures, documentation, restrictions and prohibitions, marking and labeling requirements, as well as contact information for regulatory agencies for all products that can be imported into the U.S. It is all here – from apparel, bamboo and computers, to xylophones, yo-yos and zircons.

U.S. Customs Entry and Clearance – Rock-solid, updated information from U.S. Customs that will help you make decisions, keep informed and stay out of trouble.

U.S. Import Documentation – Sample forms, descriptions, explanations and tips for all the important U.S. Customs import documents.

International Banking – Overview of banking services available to the importer, plus Swiss Bank Corporation’s acclaimed and authoritative guides to letters of credit and documentary collections.

Legal Considerations of Importing – A detailed overview of the legal issues facing importers as well as international contract checklists.

Packing, Shipping and Insurance – Contains an illustrated guide to container specifications provided by Hapag-Lloyd, plus a guide to container packing and cargo insurance provided by CIGNA Worldwide.

Infolists – Seventy-two concisely written articles present information and practical tips for importers. Topics include: 18 reasons why (and why not) to get into importing, 13 ways import businesses fail and key elements of a successful import operation.

Praise for Importers Manual USA

A comprehensive reference on how to import virtually any commodity into the U.S...A remarkable amount of bang for so few bucks. – **Reference and Research Book News**

Importers Manual USA gives prospective players in the field the information they need to know before trying to import a given product into the U.S. Because it is so affordable, it will become a basic business resource.

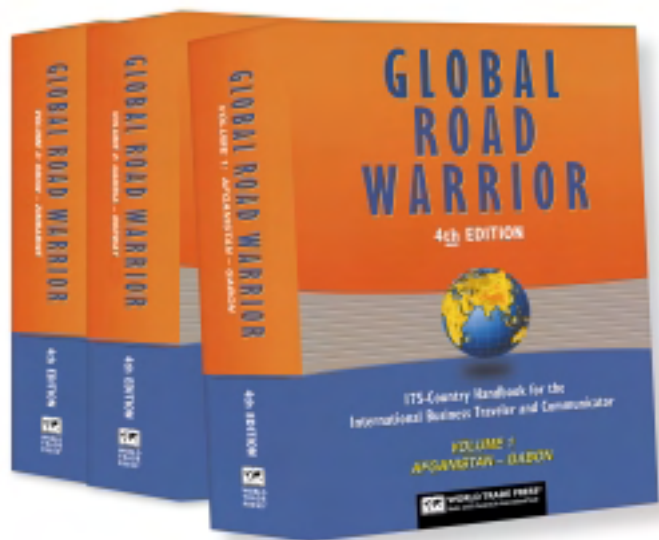
– **Wilson Library Bulletin**

Thorough and timely, it serves its purpose well... A first-stop reference guide for the U.S. importer. Highly recommended.

– **Choice Magazine, American Library Association**

BOOKS: *The Global Road Warrior*, 4th Edition ^{NEW}

New Three-Volume Library Edition



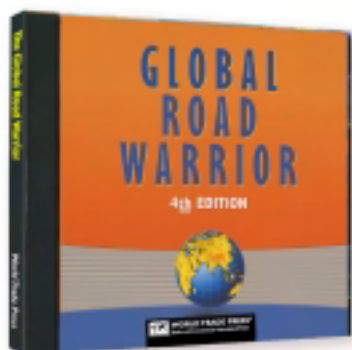
- How do I get from the airport to the city center?
- How do I connect to the Internet to get e-mail?
- How do I find an English speaking doctor?
- How do I use the local pay phones?

Global Road Warrior 4th (Library) Edition

The Global Road Warrior Library Edition is the most comprehensive business travel, telecommunications and business culture reference available in the world. *The Global Road Warrior* covers 175 countries in three volumes of 3,840 full-sized pages.

Business travelers, travel planners, international communicators and businesspeople who need extensive coverage of business culture will find the most up-to-date information available in a highly organized and consistent format.

This reference is for business travelers, not backpackers!



The Global Road Warrior CD-ROM

This provides all the information of the 3-volume reference set, plus more than 7,000 exclusive photographs.

(Version 4.1)

PC Windows & Macintosh compatible
Works on any PC or Macintosh
with a browser and a CD-ROM drive

ISBN 1-885073-80-1
US \$195.00

SPECIAL OFFER: Purchase the GRW book & CD-ROM for only \$340

The Global Road Warrior 4th Edition

175-Country Handbook for the International Business Communicator and Traveler

Sibylla Putzi, Myron Marley, Nicolette Dalpina,
Paul Denecri, Wendy Bidwell,
Camila Rabello de Carvalho, Minoru Kosaka, et al

Hardcover: 3 volumes, 3,840 pages, 8.5" x 11"
183 maps, 875 illustrations
ISBN 1-885073-96-8, US \$245.00

CONTENTS

The Global Road Warrior covers 175 countries. Each country listing includes:

Key facts – The people, economy, work week, holidays, money, foreign exchange, visas, climate, passports, immunization, entry and departure, emergencies, internal travel information, country map, plus extensive information on business centers and airports, hotel accommodations, restaurants.

Communications – Details on all aspects of telecommunications: country codes, city codes, calling from outside the country, making local and long-distance calls, illustrations of phone jacks (for modem use), photos of public phones with instructions for use, using and renting cell phones, call-back services, fax services, postal services, accessing the Internet, local access numbers for AOL, Compuserve, and other US ISPs, plus local ISPs. Also, local electrical requirements, including illustrations of electrical plugs.

Service support while on the road – Names, addresses, and telephone numbers of local copy shops, printers, computer stores, translation services and courier services in 225 cities worldwide.

Technical support – Local technical support telephone numbers for key hardware and software vendors, as well as customer support web site URLs.

Business culture insights – Cultural “crib sheet” on greetings and courtesies, decision-making, business meetings, women in business, local view of contracts, business attire and socializing.

Plus... Forty-four survival terms in each local language, top 150 travel web sites, regional maps, international dialing guide, mobile connectivity problems and solutions, currencies of the world and more.

The 175-country Global Road Warrior database is also available as an online product for use on your corporate Internet or Intranet site. See page 20.

In the USA (800) 833-8586 • www.worldtradepress.com

BOOKS: Short Course in International Trade Series

Short Course Series

Learn key skills—quickly!

The global marketplace offers terrific opportunities, but also formidable challenges. Doing business internationally isn't necessarily more difficult, but it is certainly different. Understanding how things work is critical.

The task of learning, however, can prove daunting. With so much to know and so little time, where do you go to get the specific information you need without being overwhelmed?

World Trade Press *Short Course in International Trade* books are stand-alone training and reference texts that teach key skills. Each "module" is designed as a practical guide with immediate application.

Each Short Course book includes:

- An introduction to the transaction/interaction parties
- Step-by-step instructions with illustrations
- Real-life examples
- Checklists for transaction parties
- Standard forms and documentation
- Glossary of terms
- Bibliography

International audience

Short Course books are written from an international perspective for an international audience. Content focuses on the universal needs of all businesspeople, regardless of whether they are a buyer or seller or dealing in products or services. The books will prove to be as useful to someone from Asia as for someone from Europe or the Americas.

Read and study Short Course books one at a time, as necessary, for your business needs, or commit to studying them all. Taken as a whole, they represent a complete course of study in international trade.

Bulk purchases

Quantity discounts are available for schools, trade groups and other organizations for use as texts for classes or seminars.

Bulk discounts are also available to organizations for use as co-branded, custom covered promotional premiums for clients.

**Purchase 8 Short Course books for only \$156.
All 12 for only \$224.**



A Short Course in International Negotiating Planning and Conducting International Commercial Negotiations

Jeffrey Edmund Curry, MBA, Ph.D.

Softcover: 184 pages, 7" x 10"

ISBN 1-885073-51-8, US \$19.95

There is truth to the adage that "you get what you negotiate." And while many businesspeople are experts concerning their products or services, few take the time to learn basic negotiation skills.

The profitability of many transactions is won or lost at the negotiating table.

This book provides the foundation for successful international negotiations. Topics include:

- Role of the negotiator
- Choosing your negotiating team
- Site selection
- Buyer vs. seller strategies
- Sizing up your counterparts
- Managing the agenda
- Language and translators
- Negotiating techniques
- Negotiating styles of different cultures
- Negotiating strategies
- Negotiating tactics
- Closing the deal
- Socializing and business

Whether buying a suitcase of sweaters in the Andes or negotiating a joint venture factory in China that will employ 3,000 workers, this book will prove invaluable.

Jeffrey Curry, MBA, Ph.D., is a trade professional with years of experience leading trade missions and negotiating joint ventures between China, Vietnam, Russia and the U.S. He has taught management development, international finance and economics in the U.S., France, Germany and Vietnam. He is the author of Passport Vietnam and Passport Taiwan and the editor of the VIEN Report.

2nd EDITION



A Short Course in International Payments Letters of Credit, Documentary Collections and Cyber Payments in Int'l Transactions

Edward G. Hinkelman

Softcover: 182 pages, 7" x 10"

ISBN 1-885073-50-X, US \$24.95

If your international transactions involve the payment, receipt or transfer of money, this book will prove indispensable.

Described in detail are the four primary payment methods: documentary letters of credit, documentary collections, pre-payment and credit transactions.

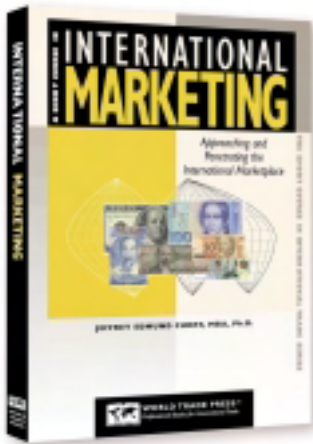
The very nature of international transactions means the movement of money.

Step-by-step instructions, accompanied by skillfully designed illustrations, are provided for both standard and special letters of credit, including revocable and irrevocable, confirmed and unconfirmed, back-to-back, deferred payment (usance), red clause, revolving, standby and transferable types.

This book introduces each party to each transaction, contains lists of what can go wrong and provides solutions for common problems. The book is an excellent training tool for traders, bankers and brokers. Also covered:

- Foreign exchange (forward contracts)
- Documents used in trade (major chapter)
- Letter of credit application and instructions
- Incoterms 2000
- Cyber transaction on the Internet
- Glossary and bibliography

Edward G. Hinkelman is an international economist with more than 25 years experience as an importer and exporter. He is the author/editor of 12 books on international trade, including Importers Manual USA and the industry standard Dictionary of International Trade, now in its 5th Edition.



A Short Course in International Marketing

Approaching and Penetrating the International Marketplace

Jeffrey Edmund Curry, MBA, Ph.D.

Softcover: 184 pages, 7" x 10"

ISBN 1-885073-52-6, US \$19.95

Transform your export operation into a market-driven, profit-making enterprise by learning and employing international marketing methods and strategies used by successful firms worldwide.

This book is a comprehensive primer for those new to international marketing as well as those who need to make certain they are taking advantage of every opportunity the marketplace provides.

Skillful marketing can make all the difference between a 'marginally' and 'extremely' profitable enterprise.

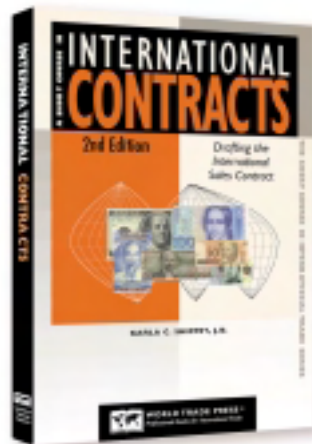
Assessment & Planning – Describes company assessment and potential for export, determining a product's suitability for the international marketplace, product adaptation, market-entry barriers, gauging the best markets and developing an international presence.

Market Entry & Promotion – Explains market-entry strategies in detail, including agents and distributors, trading houses, joint ventures, direct mail, radio, television, billboards and trade fairs. Also covered are advertising agencies and the basics of international public relations.

Cultural Issues & Customer Support – The role of cultural forces, culture-based marketing mistakes, customer support, marketing plans and ethics.

Jeffrey Curry, MBA, Ph.D., is a trade professional with years of experience leading trade missions and negotiating joint ventures between China, Vietnam, Russia and the U.S. He has taught management development, international finance and economics in the U.S., France, Germany and Vietnam. He is the author of Passport Vietnam and Passport Taiwan and the editor of the VIEN Report.

2nd EDITION



A Short Course in International Contracts

Drafting the International Sales Contract

Karla C. Shippey, J.D.

Softcover

184 pages, 7" x 10"

ISBN 1-885073-55-0, US \$24.95

As the number and volume of international transactions has increased, the need for more formality in defining agreements has grown as well. Contracts provide the formal written understanding between parties to a transaction.

Carefully worded contracts serve to protect both parties to a transaction.

A Short Course in International Contracts is for non-attorney businesspeople as well as attorneys. The book contains chapters on:

- Role of contracts in international trade
- Parties to the transaction
- Trade terms and Incoterms 2000
- Drafting the contract for sale of goods
- Drafting precise contract provisions
- Validity of contracts locally
- Contract fundamentals in international legal systems
- 10 sample contracts, including: offer to sell, memorandum of sale, purchase order, conditional sales contract, consulting contract, franchise agreement, distribution agreement, licensing contract, sales representative contract and consignment agreement
- Extensive legal glossary
- Bibliography

Karla C. Shippey, J.D., is an international attorney specializing in intellectual property rights and related transactions for companies doing business worldwide. She has been writing legal and international business publications for 20 years. She is currently at the Law Offices of Karla Shippey in Yorba Linda, California.



A Short Course in Int'l Business Culture

Building Your International Business Through Cultural Awareness

Charles Mitchell

Softcover: 184 pages, 7" x 10"

ISBN 1-885073-54-2, US \$19.95

Understanding cultural differences and building relationships are critical in today's global marketplace. This book describes how to develop cultural awareness and avoid cultural faux pas.

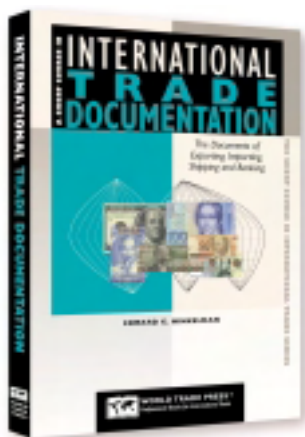
Cultural faux pas are just as likely to destroy a business opportunity as a second-rate product, excessive prices or poor service.

A Short Course in International Business Culture contains chapters on:

- Understanding cultural differences
- Basic cultural types
- Etiquette and protocol
- Non-verbal communication
- Cultural issues for businesswomen
- Gift giving
- Humor across cultures
- Cross-cultural meetings
- Negotiating across cultures
- Corporate culture vs. national culture
- The cross-cultural team
- Glossary and bibliography

Charles Mitchell was a news reporter for the Rand Daily Mail in Johannesburg and served as the South African-based correspondent for UPI. He then became the Moscow bureau chief for UPI. He's currently the Editorial Director for the Conference Board, a New York business research organization specializing in global economic forecasting and management issues. He is also the author of Passports Russia and South Africa.

NEW



A Short Course in Int'l Trade Documentation

The Documents of Exporting, Importing, Shipping and Banking

Edward G. Hinkelman

Softcover: 184 pages, 7" x 10"

ISBN 1-885073-59-3, US \$24.95

Documentation, like payments, lies at the very heart of all international transactions. Documents are required for all import, export and payment procedures. Knowing document requirements ahead of time saves time, money and frustration.

Incorrect import, export and bank documentation is the single greatest cause of delays, botched deals and frustration.

A Short Course in International Trade Documentation is a key reference for importers, exporters, bankers, consultants, freight forwarders and attorneys who need to know about the documents used in international trade.

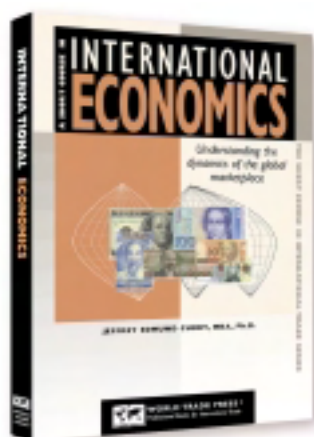
The book provides sample documents and covers all the key documentation issues for:

- Purchase/Sale transactions
- Importing
- Exporting
- Transport
- Banking (letters of credit and other payment types)
- Special documentation requirements

The book also contains a guide to required import and export documentation for the world's top 50 trading countries. An extensive glossary and resources list are provided.

Edward G. Hinkelman is an international economist with more than 25 years experience as an importer and exporter. He is the author/editor of 12 books on international trade, including Importers Manual USA and the industry standard Dictionary of International Trade, now in its 5th Edition.

NEW



A Short Course in International Economics

Understanding the Dynamics of the Global Marketplace

Jeffrey Edmund Curry, MBA, Ph.D.

Softcover: 184 pages, 7" x 10"

ISBN 1-885073-53-4, US \$19.95

As barriers to trade have fallen, world commerce has soared, and along with it an interest in understanding the principals of international economics.

Understanding world economic factors is critical to managing an international enterprise of any size.

A Short Course in International Economics is a concisely written survey of the key factors that affect international trade. It is written for the non-economist businessperson of any size company who seeks to understand the forces that affect his or her business.

The book covers such fundamental concepts of international economics as:

- Balance of trade
- Trade agreements
- Foreign exchange
- Currency devaluation vs. appreciation
- Free trade vs. protectionism
- Foreign investment
- Tariff and non-tariff barriers to trade
- Politics vs. economics
- Government intervention
- Capitalistic vs. socialistic economies
- Detailed glossary and bibliography

Jeffrey Curry, MBA, Ph.D., is a trade professional with years of experience leading trade missions and negotiating joint ventures between China, Vietnam, Russia, and the U.S. He has taught management development, international finance and economics in the U.S., France, Germany and Vietnam. He is the author of Passport Vietnam and Passport Taiwan and the editor of the VIEN Report.

A Short Course in Int'l Business Plans

Writing a Dynamic Plan to Raise Money and Manage Your International Venture

Robert L. Brown, MBA, J.D., Ph.D. and

Alan S. Gutterman, MBA, J.D., Ph.D.

Softcover: 184 Pages, 7" x 10"

ISBN 1-885073-62-3, US \$24.95

A good business plan is a statement both of where you're going and how you will get there. Don't even think of entering the global marketplace without one.

This is a highly organized book that gives the reader step-by-step instructions, examples and commentary for developing a successful and useful international business plan.

This book provides a step-by-step process:

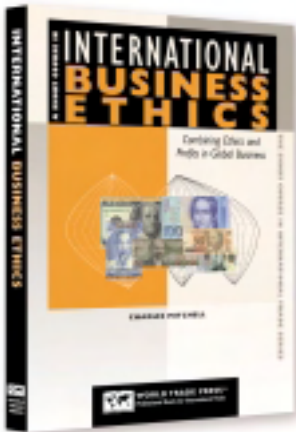
- For developing and writing a dynamic business plan
- How to write a plan that serves all parties: you, your business and your financial backers
- Sample plans are included for different types and sizes of businesses

This book also contains an extensive glossary and bibliography.

Robert L. Brown, MBA, Ph.D., J.D. is a member of Greenbaum Doll & McDonald, PLLC. He has a Ph.D. from Cambridge and a Masters degree from Jochi University in Tokyo as well as J.D., M.B.A. and Masters Degrees from the University of Louisville. Dr. Brown is admitted as an attorney in New York, Washington D.C., California and Kentucky and is qualified as a solicitor in England, Wales and Hong Kong.

Alan S. Gutterman, M.B.A., J.D. PH.D., has over 20 years experience representing entrepreneurs, businesses and investors in domestic and international transactions. He has authored books on cross-border transactions, strategic alliances and technology transfer and has taught graduate level courses on mergers and acquisitions, law and economic development and doing business in Asian markets

NEW



A Short Course in Int'l Business Ethics

Combining Ethics and Profits in Global Business
Charles Mitchell

Softcover: 184 Pages, 7" x 10"
ISBN 1-885073-63-1, US \$24.95

Making money and maintaining business ethics in international trade can be a challenge, especially in countries where corrupt officials, bribes, payoffs, *baksheesh* and the *mordida* are commonplace.

Cultural questions intensify the challenge – Am I being asked for a bribe or facilitation payment? This book identifies key ethical issues and gives the reader practical tools to use in everyday situations. It also describes how individuals and organizations can observe the evolving standards prescribed by international laws, treaties, conventions and codes of conduct.

Charles Mitchell began his career as a reporter for the Rand Daily Mail in Johannesburg. He's currently the editorial director for The Conference Board, the New York-based research organization specializing in global economic forecasting and management issues.

NEW



A Short Course in Int'l Joint Ventures

How to Negotiate, Establish and Manage an International Joint Venture
Alan S. Gutterman, MBA, J.D., Ph.D.

Softcover: 184 Pages, 7" x 10"
ISBN 1-885073-61-5, US \$24.95

Does your firm possess technological know-how, rights to a special product, production capacity or market access, but not all four? If so, it may be a candidate for an international joint venture. This book describes the entire process of forming and running a joint venture.

Topics include:

- Finding and evaluating potential partners
- Negotiating the deal
- Business plans
- Financing
- Government approval
- Crisis management
- Operating the joint venture

Alan S. Gutterman, MBA, J.D. PH.D., has over 20 years experience representing entrepreneurs, businesses and investors in domestic and international transactions. He has authored books on cross-border transactions, strategic alliances and technology transfer and has taught graduate level courses on mergers and acquisitions, law and economic development and doing business in Asian markets.



A Short Course in Int'l Marketing Blunders

Marketing Mistakes Made by Companies that Should Have Known Better!
Michael D. White

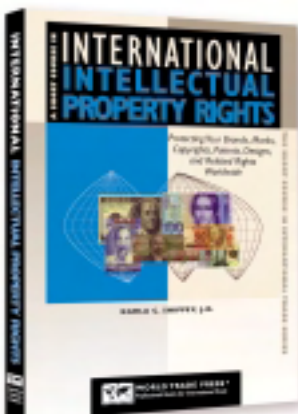
Softcover: 184 Pages, 7" x 10"
ISBN 1-885073-51-8, US \$24.95

This is a humorous yet critical book about marketing mistakes that well-known companies have made in pursuit of international markets.

As a counterpoint to exclusively studying "the correct way" or only following the patterns of successful companies, this book gives the reader the opportunity to learn and profit from the mistakes of others.

Marketing Blunders is an excellent companion book to our *Short Course in International Marketing* title or other marketing texts.

Michael D. White is the editor and publisher of the Cal Trade Report and formerly the executive director of the Foreign Trade Association of Southern California. He holds a certificate in international business from the International Institute in Tokyo and a degree in journalism from California State University. In his 23-year career he has covered international trade as an editor of World Trade Magazine and as an editor at International Business Magazine, Pacific Snapper and International Thomson Transport Press.



A Short Course in Int'l Intellectual Property Rights

Protecting your Brands, Marks, Copyrights, Patents, Designs and Related Rights Worldwide
Karla Shippey, J.D.

Softcover: 184 Pages, 7" x 10"
ISBN 1-885073-56-9, US \$24.95

Do you or your firm possess copyrights, patents, trademarks, brand names, designs or other related rights? If so, you have great opportunities in the new global marketplace – but you are also at great risk.

This is an extremely well organized and concisely written introduction to all of the issues related to protecting and successfully exploiting intellectual property rights (IPR) worldwide. *A Short Course in International Intellectual*

Property Rights covers IPR issues from the perspective of the owner, the consumer, the authorized user, the licensee and attorneys.

This book is written for both the non-attorney who needs a general understanding and the practicing attorney as a legal reference text.

Karla C. Shippey, J.D. is an international attorney specializing in intellectual property rights and related transactions for companies doing business worldwide. She has been writing legal and international business publications for 15 years. She is the author of A Short Course in International Contracts and is currently at the Law Offices of Karla Shippey in Yorba Linda, California USA.

BOOKS: Passport to the World Series

Pocket Guides to Business, Customs & Etiquette of Countries Worldwide

Don't leave without your Passport!

Success in international business isn't just about products, service, terms and delivery schedules. Success is also people, traditions and relationships, the same factors that can make all the difference in the success of a non-business traveler's trip.

Passport Series

Although business operations have become highly internationalized, national traditions, attitudes and beliefs remain diverse.

Passport to the World books are comprehensive guides to culture, etiquette and communication styles. Engagingly written by people who know the countries firsthand, Passports pinpoint cultural and economic trends and explain them within a historical context. Whether discussing nations that are in the process of rapid change (Israel, Vietnam, Hong Kong, Germany) or countries in which ancient traditions remain the most steadfast (India, China, Mexico, Philippines), Passports are an excellent pocket-sized resource.

Avoid cultural faux pas

Passport to the World books will help you avoid cultural mistakes, learn about a country's values and beliefs, and develop a negotiating style appropriate to the setting. Passports are designed to be of interest to businesspeople, non-business travelers, educators, students, trade missions, embassies, multi-cultural international corporations and chambers of commerce—in short, to anyone interacting with a culture other than their own. Each book is custom illustrated and follows a consistent series format.

Series editor **Barbara Szerlip** is a two-time National Endowment for the Arts Writing Fellow. She has written and/or edited for National Geographic (book division), Rand McNally, Vista/USA (Exxon Travel Club), Sunset Publications, Elle Magazine, the (original) San Francisco Examiner and the San Francisco Chronicle.

Purchase any 10 Passport books for only \$59. All 25 Passport books for only \$133.

SAMPLE TABLE OF CONTENTS

PASSPORT CHINA: THE MIDDLE KINGDOM

Overview

China Quick Look	8
1. Country Facts	9
2. The Chinese	13
3. Cultural Stereotypes	21
4. Regional Differences	26

Business Environment

5. Government & Business	28
6. The Work Environment	33
7. Women in Business	39
8. Making Connections	42
9. Strategies for Success	46
10. Time	48
11. Business Meetings	50
12. Negotiating with the Chinese	54
13. Business Outside the Law	61

Customs & Etiquette

14. Names & Greetings	65
15. Communication Styles	68
16. Customs	70
17. Dress & Appearance	76
18. Reading the Chinese	77
19. Entertaining: The Banquet Tradition	81
20. Socializing	87

Additional Information

21. Basic Mandarin Phrases	90
22. Correspondence	91
23. Useful Numbers	92
24. Books & Internet Addresses	93



Passport USA

Dean Engel
Softcover: 96 pages
4.25" x 7"
ISBN 1-885073-15-1
US \$6.95



Passport Argentina

Andrea Campbell
Softcover: 96 pages
4.25" x 7"
ISBN 1-885073-21-6
US \$6.95



Passport Brazil

Elizabeth Ann Herrington
Softcover: 96 pages
4.25" x 7"
ISBN 1-885073-18-6
US \$6.95



Passport China

Jenny Li
Softcover: 96 pages
4.25" x 7"
ISBN 1-885073-89-5
US \$6.95



Passport France

Nadine Joseph
Softcover: 96 pages
4.25" x 7"
ISBN 1-885073-29-1
US \$6.95



Passport Germany

Roland Flamini
Softcover: 96 pages
4.25" x 7"
ISBN 1-885073-20-8
US \$6.95



Passport Hong Kong

Andrew Grzeskowiak
Softcover: 96 pages
4.25" x 7"
ISBN 1-885073-31-3
US \$6.95



Passport India
 Manoj Joshi
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-23-2
 US \$6.95



Passport Indonesia
 Gregory Cole
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-37-2
 US \$6.95



Passport Israel
 Donna Rosenthal
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-22-4
 US \$6.95



Passport Italy
 Claudia Gioseffi
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-34-8
 US \$6.95



Passport Japan
 Dean Engel
 Ken Murakami
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-95-X
 US \$6.95



Passport Korea
 Kevin Keating
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-39-9
 US \$6.95



Passport Mexico
 Randy Malat
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-91-7
 US \$6.95



Passport Philippines
 Luis H. Francia
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-40-2
 US \$6.95



Passport Poland
 Natalia Kissel
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-33-X
 US \$6.95



Passport Russia
 Charles Mitchell
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-32-1
 US \$6.95



Passport Singapore
 Alexandra Kett
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-38-0
 US \$6.95



Passport South Africa
 Charles Mitchell
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-19-4
 US \$6.95



Passport Spain
 Himilce Novas
 Rosemary E. Silva
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-35-6
 US \$6.95



Passport Switzerland
 François Micheloud
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-88-7
 US \$6.95



Passport Taiwan
 Jeffrey E. Curry
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-27-5
 US \$6.95



Passport Thailand
 Naomi Wise
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-26-7
 US \$6.95



Passport United Kingdom
 Timothy Harper
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-28-3
 US \$6.95



Passport Vietnam
 Jeffrey E. Curry
 Jim Chinh Nguyen
 Softcover: 96 pages
 4.25" x 7"
 ISBN 1-885073-25-9
 US \$6.95

BOOKS: Country Business Guide Series

A "How-to, Where-to and With-whom" View of Doing Business with a Country

The Portable Encyclopedia

Success in international business means getting information, knowledge and experience ahead of the competition. The World Trade Press Country Business Guide series is designed to help you learn how to, where to and with whom to do business in many countries of the world.

Never before has such a comprehensive view of a nation's economy and business life been available in a country-by-country reference series.

Country Business Guide Series

These authoritative books are the product of exhaustive research by a team of experienced international businesspeople, professional researchers, an attorney, cartographers and business writers.

Each Country Business Guide contains the wide range of information and resources needed to get a head start in business dealings with a specific country.

Consistent Format and Topics

Each Country Business Guide covers a consistent set of 25 key business topics. Individual articles blend overview with specific detail to make you a knowledgeable player—quickly.

Each book runs between 304 and 507 pages in a 7" x 10" softcover format filled with graphs, charts, illustrations, sidebars, full-color and black-and-white maps and an extensive index. An encyclopedia of information priced at only US \$24.95 each.

A team of experienced international businesspeople, professional researchers and writers, a lawyer, translators, and a cartographer have produced an outstanding series of Country Business Guides.

—Choice Magazine American Library Association

If you could make a cocktail of National Geographic, Encyclopedia Britannica, and every travel advisory you'd still be short of answers about how to do business in a foreign country... This series has it all.

—Orlando H. Gemignani
American Express

One of the best sources of information we've seen to date... it is crammed with information... something for everybody.

—Market: Latin America

SAMPLE TABLE OF CONTENTS

COUNTRY BUSINESS GUIDES

- Chapter 1 Introduction
- Chapter 2 Economy
- Chapter 3 Current Issues
- Chapter 4 Opportunities
- Chapter 5 Foreign Investment
- Chapter 6 Foreign Trade
- Chapter 7 Trade Agreements
- Chapter 8 Foreign Trade Zones
- Chapter 9 Import Policy & Procedures
- Chapter 10 Export Policy & Procedures
- Chapter 11 Industry Reviews
- Chapter 12 Trade Fairs
- Chapter 13 Business Travel
- Chapter 14 Business Culture
- Chapter 15 Demographics
- Chapter 16 Marketing
- Chapter 17 Business Entities & Formation
- Chapter 18 Labor
- Chapter 19 Business Law
- Chapter 20 Financial Institutions
- Chapter 21 Currency & Foreign Exchange
- Chapter 22 International Payments
- Chapter 23 Taxation
- Chapter 24 Transportation & Communications
- Chapter 25 Business Dictionary
- Chapter 26 Important Addresses

...contains compendious facts and figures about almost every aspect of China's contemporary business civilization... full of useful information for the traveler... long lists of potentially useful addresses... the guide to Chinese culture and social mores should be compulsory reading... user-friendly, visually pleasing, and handy.

—Far Eastern
Economic Review

When it comes to information, how do the Americans do it so cheaply, so well?

—Australia Business Asia

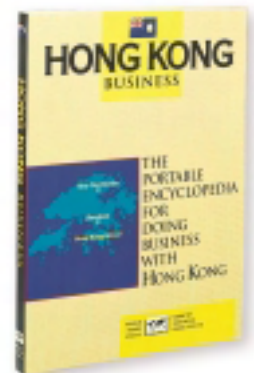
The most pragmatic resource for the trader I have ever seen.

—Carlos Valderrama
Former California Trade
Representative to Mexico



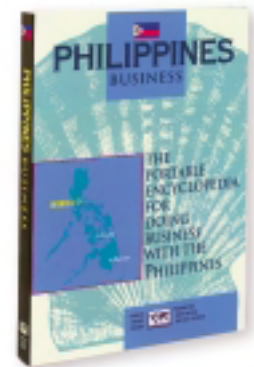
Argentina Business

The Portable Encyclopedia For Doing Business with Argentina
Softcover: 372 pages, 7" x 10"
Illustrations, color maps, index
ISBN 1-885073-75-5
US \$24.95



Hong Kong Business

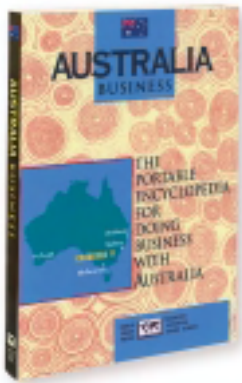
The Portable Encyclopedia For Doing Business with Hong Kong
Softcover: 305 pages, 7" x 10"
Illustrations, color maps, index
ISBN 0-9631864-7-7
US \$24.95



Philippines Business

The Portable Encyclopedia For Doing Business with the Philippines
Softcover: 342 pages, 7" x 10"
Illustrations, color maps, index
ISBN 1-885073-08-9
US \$24.95

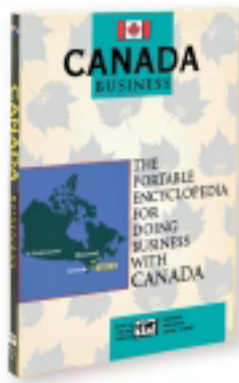
**Special offer on Country Business Guides:
Any 6 for \$134, any 10 for \$210, or all 12 for only \$245.**



Australia Business

The Portable Encyclopedia For Doing Business with Australia

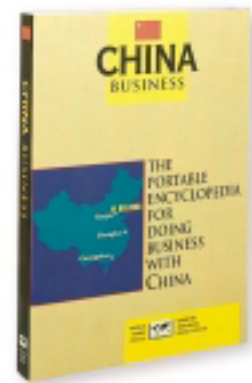
Softcover: 328 pages, 7" x 10"
Illustrations, color maps, index
ISBN 1-885073-03-8
US \$24.95



Canada Business

The Portable Encyclopedia For Doing Business with Canada

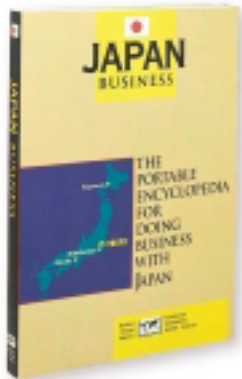
Softcover: 304 pages, 7" x 10"
Illustrations, color maps, index
ISBN 1-885073-13-5
US \$24.95



China Business

The Portable Encyclopedia For Doing Business with China

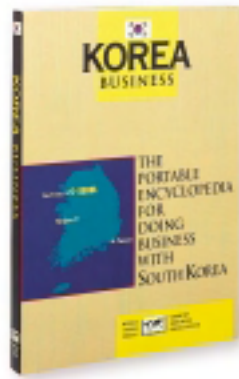
Softcover: 418 pages, 7" x 10"
Illustrations, color maps, index
ISBN 0-9631864-3-4
US \$24.95



Japan Business

The Portable Encyclopedia For Doing Business with Japan

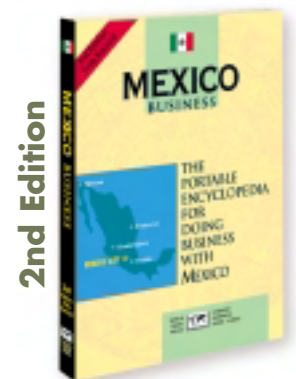
Softcover: 374 pages, 7" x 10"
Illustrations, color maps, index
ISBN 0-9631864-2-6
US \$24.95



Korea Business

The Portable Encyclopedia For Doing Business with Korea

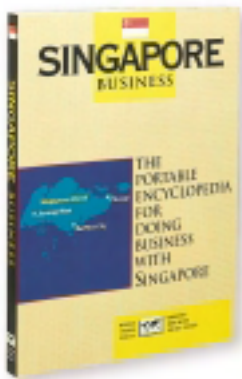
Softcover: 331 pages, 7" x 10"
Illustrations, color maps, index
ISBN 0-9631864-4-2
US \$24.95



Mexico Business

The Portable Encyclopedia For Doing Business with Mexico

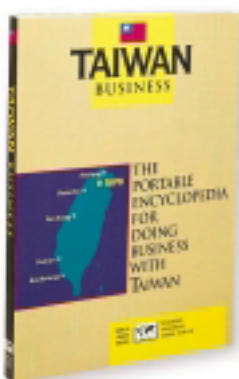
Softcover: 488 pages, 7" x 10"
Illustrations, color maps, index
ISBN 1-885073-47-X
US \$24.95



Singapore Business

The Portable Encyclopedia For Doing Business with Singapore

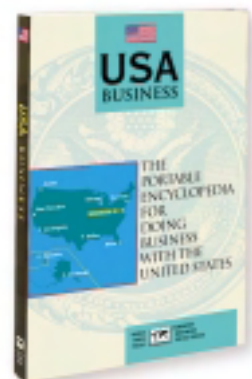
Softcover: 309 pages, 7" x 10"
Illustrations, color maps, index
ISBN 0-9631864-6-9
US \$24.95



Taiwan Business

The Portable Encyclopedia For Doing Business with Taiwan

Softcover: 310 pages, 7" x 10"
Illustrations, color maps, index
ISBN 0-9631864-5-0
US \$24.95



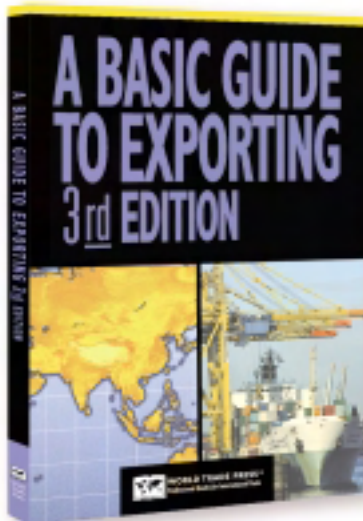
USA Business

The Portable Encyclopedia For Doing Business with the U.S.

Softcover: 507 pages, 7" x 10"
Illustrations, color maps, index
ISBN 1-885073-01-1
US \$24.95

BOOKS: A Basic Guide to Exporting, 3rd Edition

The USA's Export Guide



A Basic Guide to Exporting 3rd Edition

The USA's Export Guide

Softcover: 188 pages, 8.5" x 11"
ISBN 1-885073--83-6, US \$19.95

A Basic Guide to Exporting

A Basic Guide to Exporting is the USA's most respected and best-selling introduction to exporting. It is designed to help firms learn the costs and risks associated with exporting and develop a strategy for success.

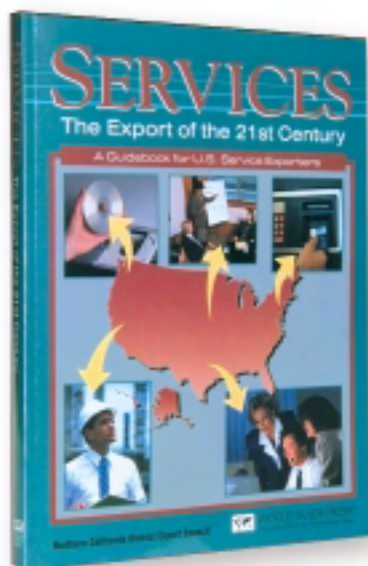
The 16 chapters are divided into three sections covering before-the-sale, making-the-sale and after-the-sale issues. The book also includes five appendices on export terms, federal export assistance, state and local assistance, U.S. and overseas contacts in major markets and a bibliography.

The New 3rd Edition

The new 3rd Edition includes significant new information on export regulations, customs benefits and tax incentives. In addition, hundreds of new sources of assistance are listed with updated addresses and telephone numbers.

BOOKS: Services – The Export of the 21st Century

A Guidebook for U.S. Service Exporters



Services – The Export of the 21st Century

A Guidebook for U.S. Service Exporters

Softcover, 173 pages, 8.5" x 11"
ISBN 1-885073-41-0, US \$19.95

Services – The Export of the 21st Century

The export of services is the fastest-growing segment of both the U.S. domestic and international economy. This is where opportunity abounds.

Services – The Export of the 21st Century is designed to help service providers “go international.” The book describes how to enter foreign markets, which countries are open to specific service opportunities and how to break through market barriers.

Twenty service industry analyses provide detailed “how-to” and “where-to” information for exporting services from the U.S. Each analysis includes: domestic and international market overviews, marketing channels, barriers to trade, best regional opportunities and sources of assistance. Case studies illustrate how firms succeed in exporting services.

I highly recommend Services – The Export of the 21st Century.

– Mickey Kantor
Former U.S. Secretary of Commerce



E-CONTENT: Subscription & Licensing Information

Do You Work, Think or Operate Globally?

Welcome to the world of sticky E-content and E-tools for your international Web and Intranet site.

Licensing Information

World Trade Press licenses proprietary e-content and e-tools on an annual fee basis. Options include flat annual fees or per user fees. We also license on a commission, royalty or revenue share basis, but only with guaranteed minimum annual fees.

Exclusive Products – We own the copyright to everything in this catalog. When you license from us, you are licensing from the source.

Database, Database, Database – Our products are maintained in Microsoft SQL Server databases. Our custom developed “Client Editor” enables our many researchers, writers and editors to place and modify content for dynamic updates throughout the system. It also enables us to offer a wide variety of delivery options.

Content Updates – Our products are updated regularly by dedicated product teams. Different products, however, are updated on different schedules. Cultural content products are updated once per year, reflecting the basic stability of cultural information. At the other extreme, *Global Connect!* is updated daily.

Co-Branding and Your “Look and Feel” – All products have been designed with co-branding in mind. Each product has space for your logo and promotional message on every content screen. Also, our products can be easily formatted to your company’s look and feel:

Option 1: Take delivery of our products in database, XML or HTML format and have your own design team script the pages.

Option 2: Give us the specifications and we’ll do the scripting.

Customized Content – We have extensive experience developing customized content. We can create company directories or fully customized modules for your industry or business.

“Slice and Dice” Content – All of our content is contained in databases that can be customized for specific client needs. Ask for details.

Transparent Hosting – World Trade Press can host content on our own servers such that it is transparent to your client users. This can be done in static or dynamic page formats.

Delivery Options – We can deliver our e-content and e-tools in Microsoft SQL Database, XML, HTML, ASP, WAP, ASCII or in any database export or format you require.

Subscription Information

World Trade Press currently offers three Internet-based e-content products on a subscription basis. These are:

World Trade Reference – at www.WorldTradeREF.com

A huge data set for international trade, export and import, documentation and logistics.

See pages 18-19 for details.

Global Road Warrior – at www.GlobalRoadWarrior.com

More than 10,000 pages of content on business travel, business communications and business culture.

See pages 20-21 for details.

Global Connect! – at www.HowToConnect.com

The world’s telecommunications, cell communications and Internet connectivity data all on one Web site.

See pages 22-23 for details.

For specific subscription rates and terms go to the Web URLs listed above. For additional questions and for Intranet and Extranet licensing options, call us at:

From the USA: +1 (800) 833-8586

Worldwide +1 (415) 898-1124

E-CONTENT TABLE OF CONTENTS

WorldTradeREF 18-19

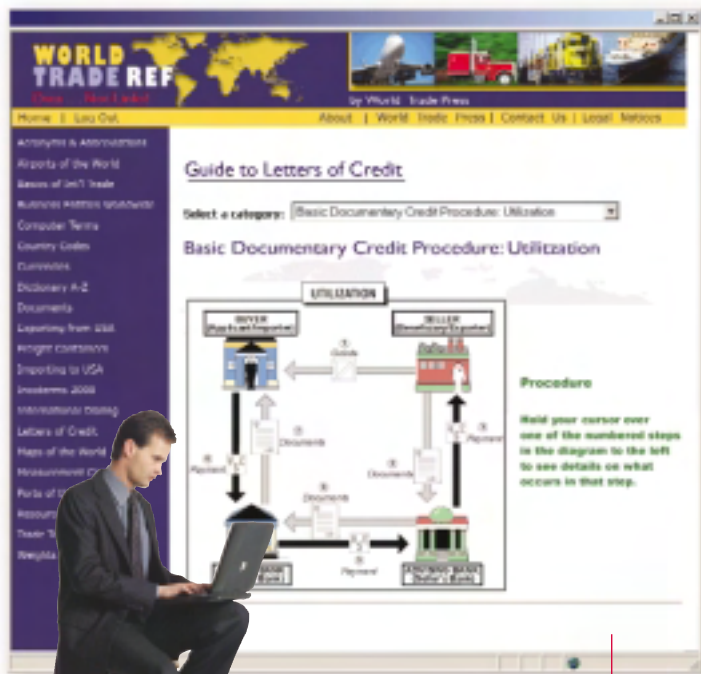
Global Road Warrior 20-21

Global Connect! Online 22-23

E-CONTENT: WorldTradeREF

The World's Most Comprehensive International Trade Reference!

Visit www.WorldTradeREF.com



How does a letter of credit work?
The Illustrated Guide to Letters of Credit provides step-by-step instructions that get you up to speed quickly!

WorldTradeREF.com

International business counts time as money. Searching books or scattered Web sites to find information is inefficient, and often inaccurate and unsuccessful.

Now you can save time and assure the quality of your research. *WorldTradeREF* is the world's largest self-contained international trade reference source. Developed by trusted international trade publisher World Trade Press, *WorldTradeREF* contains 42 key data sets.

WorldTradeREF delivers uncompromising research online to answer your tough international trade questions. Subscribe to *WorldTradeREF* for your individual or small company reference needs, or license *WorldTradeREF* for your Intranet, Extranet or Internet site for your employees, partners or customers. We'll co-brand it with your company name and logo on every page.

Features

Most In-Depth Content: *WorldTradeREF* is the world's most comprehensive, one-stop reference data source for international trade and logistics.

Complete Database, Not Just Links: *WorldTradeREF* contains 42 significant data sets, all of which are self-contained, not links to outside sources. Many are proprietary.

Trusted, Reliable Source: *WorldTradeREF* was developed and is maintained by World Trade Press, a trusted and recognized international trade publisher for over a decade.

Easy-To-Use: *WorldTradeREF* has an intuitive user interface combined with advanced search functionality.

Constant Updates & Upgrades: *WorldTradeREF* is continually being updated or enhanced by a dedicated World Trade Press product team with over 50 years combined experience in trade, technology and publishing.

Subscriber / Licensee Benefits

Better Employee Support and Training: *WorldTradeREF* provides your staff with the trade and logistics information they need to quickly respond to your customers and affiliates.

Improved Client/Affiliate Relationships: *WorldTradeREF* provides meaningful and vitally useful content and answers to questions for your clients and affiliates. It gives them a reason to visit your Extranet or Intranet site.

Full Branding with Your Name: *WorldTradeREF* can be branded with your company name, logo and tagline on every content page.

An Affordable Solution: Special licensing options and pricing translate to low per seat costs.

License Information

See page 17 for general licensing information.

Subscription Information

Visit www.WorldTradeREF.com to subscribe.

Because what you don't know CAN hurt you. WorldTradeREF – the right international trade answers. Right now.



They changed the dialing system for Italy. How do I place a call to Milan? The World Dialing Guide has up-to-date instructions for calling 221 countries and 514 cities worldwide.



We've been asked to quote "CIF Rotterdam." What are our responsibilities as the seller? The illustrated Guide to Incoterms 2000 contains lists of responsibilities and risks for both buyer and seller for the 13 Incoterms 2000.



What does a 40-foot high bulk container look like and what is its capacity? The Guide to Ocean and Air Containers offers illustrations and specifications for the 31 most common containers.



What are the Export and Import document requirements for South Africa? The World Guide to Documentation offers detailed tables of import and export documentation requirements for the world's top economies.

FULL FEATURES LIST:

- Acronyms of International Trade
- Airports of the World
- Basics of Exporting
- Basics of Foreign Exchange
- Basics of Importing
- Basics of International Contracts
- Business Entities of the World
- Computer Terms
- Country Codes
- Country Data for 175 Countries
- Country Maps
- Currencies of the World
- Dictionary A – Z
- Document Requirements for Top 50 Countries
- Documentation Guide
- Global Time Clock
- Guide to Air Containers
- Guide to Ocean Containers
- Harmonized Tariff Schedule of the USA
- Illustrated Guide to Letters of Credit
- Key Words Finder (8 languages)
- Measurement Converters
- Regional Maps of the World
- Seaports of the World
- USA Basic Guide to Exporting
- USA Bureau of Industry and Security Regulations
- USA Export Documentation
- USA Export Requirements
- USA Import Commodity Index
- USA Import Documentation
- USA Import Requirements
- Weights and Measures
- World Dialing Guide
- World IATA Codes



Our German customer needs a "reines Konnossement." What does that mean? The Key Words finder translates 3,127 key words and terms from and to 8 languages. ("reines Konnossement" means clean bill of lading.)

E-CONTENT: Global Road Warrior

NOW ONLINE! The indispensable survival guide for the international business traveler

Visit www.GlobalRoadWarrior.com



Home Page – Home Page offers several navigational choices for users, supplemental content & e-tool features.

GlobalRoadWarrior

Other travel databases exist for students and backpackers, but if you or your client users carry a briefcase and laptop instead of a backpack, a cell phone instead of a surfboard, and need to know how to close business deals with people from other countries and cultures, you need the *Global Road Warrior Database*.

The *Global Road Warrior Database* is impressive by any standard. It contains more than 7,000 pages of editorial and image content for business travelers, business communicators and international deal closers. No other database contains such a breadth and depth of coverage of business-related travel, communications and cultural issues.

License Information

See page 16 for general licensing information.

Subscription Information

Visit www.GlobalRoadWarrior.com to subscribe.

Features

- World's largest and most comprehensive data set for international *business* travel, *business* communications and *business* culture
- Consistent coverage in all data categories for 175 countries
- Continuous updates by product team
- Large exclusive data sets including:
 - Mobile connectivity problems and solutions
 - 7,000+ color photographs
 - Extensive business culture editorials
 - “How to Connect” communications data
 - Women business traveler tips for each country

User Benefits

- One-stop location for information otherwise located in hundreds of books and web sites
- Answers a wide range of telecommunications, cell communications and Internet connectivity questions
- Designed to aid the *business* traveler, not the backpacker
- Highly organized and to the point
 - saves time

Licensee Benefits

- Saves business travel, communications and culture research time
- Very low per seat cost when licensed for your corporate Intranet
- Exceptional client premium with your co-branding (your company name and logo on every page!)
- Transparent hosting available
- Boosts traffic to your site
- Provides world-class content to your affiliates and partners

Ask Us About Co-Branding this content for your Intranet, Internet or Extranet site



Business Culture – Historical notes, greetings, business ethics, decision making, meetings, entertaining, women in business, business attire and business advisory



Money & Banking – Currency and coinage, ATMs, credit cards, foreign exchange and major banks

Travel Essentials – Visa and passport, immunizations, customs entry, departure formalities, tipping and emergency information



Business Communications – Dialing guides, dialing codes, emergency numbers, unusual calling features, cell phones and providers, phone jacks, public phones (with photos)



Security Briefing – Social unrest, street crime, organized crime, cultural conflicts and travel warnings

EACH COUNTRY LISTING INCLUDES:

- Country Facts
 - Country Statistics
 - Travel Essentials
 - Transportation
 - Health and Medical
 - Business Travel Tips
 - Communications
 - Mobile Connectivity
 - Electrical Requirements
 - Hardware & Software Support
 - Business Culture
 - Women in Business
 - Security Briefings
 - Money, Banking & Currency
 - Business Centers
 - Business Capitals
 - Business Services
 - Embassies and Consulates
 - Country Map(s)
 - Essential Terms in Local Language
 - Web site listings for international travel
- ...and many, many more subcategories

E-CONTENT: Global Connect!

The world's ultimate online guide to global telecommunications

Visit www.HowToConnect.com



Quick Start Dialing Guide – How to:
a) Make calls to the country
b) Make local & long-distance calls in the country
c) Make international calls from the country

Global Connect!

Keeping in communication with staff, customers, the home office and friends and family is vital to peace of mind and success in international business. While the world appears to be getting smaller, different standards and procedures for telecommunications, cell communications, Internet and mobile connectivity plague travelers and home office communicators alike.

Global Connect! has the answers. *Global Connect!* is the world's largest and most comprehensive country-by-country data set for global and mobile communications.

Content ranges from dialing, access and area codes; to Quick-Start Dialing Guides for land-line and cell phones; to illustrations of local electrical and phone plugs; to photos and instructions for local public phones and all you need to know for local Internet connectivity.

Now wherever your global team goes, you can plan for successful connections – anywhere, anytime, in 175 countries and counting.

License Information

See page 16 for general licensing information.

Subscription Information

Visit www.HowToConnect.com to subscribe.

Features

- World's largest and most comprehensive self-contained global communications data set
- Consistent coverage in all data categories for 175 countries
- Continuous updates by product team
- Proprietary data such as photographs of public telephones for more than 125 countries
- 24/7 access from any Internet connection in the world

User Benefits

- No time wasted searching for telecommunications access and country codes
- Answers wide range of telecommunications, cell communications and Internet connectivity questions
- No missed meetings and conference calls
- Easier remote communications with co-workers, partners, customers and the home office

Licensee Benefits

- Saves employee time
- Saves telephone charges on misdialed calls
- Very low per employee cost when licensed for your corporate intranet
- Exceptional client premium with your co-branding (your company name and logo will appear on every page!)
- WTP can provide transparent hosting

Ask Us About Co-Branding this content for your Intranet, Internet or Extranet site



Cell Guide – How to make all forms of local, long-distance and international cell phone calls



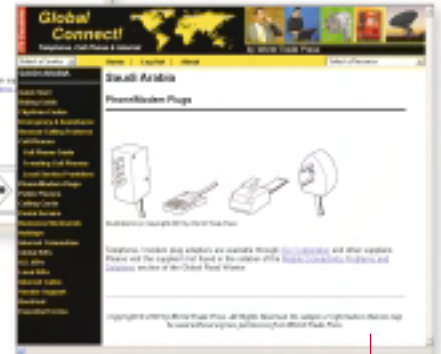
Unusual Calling Features– Solutions to each country's unusual and often frustrating calling requirements



Electric Plugs – Local electrical requirements and illustrations of electric plugs



Public Phones – Photos and instructions for using coin and card-type public phones



Phone Plugs – Illustrations of all local phone and modem plugs



Essential Terms – 44 essential terms in the local language with pronunciation guide

EACH COUNTRY LISTING INCLUDES:

- **Quick Start Dialing Guide**
 - How to call the country
 - Local & long-distance calls within the country
 - International calls from the country
- **Country Codes, City Codes, Area Codes**
- **Unusual Calling Features**
- **Local Emergency Numbers for Fire, Ambulance & Police**
- **Local times in the Countries you are dialing**
- **Cell Phone Dialing Guide**
- **Cellular Phone Service Standards**
- **Cellular Phone Service Providers**
- **Local Business Hours**
- **Local Holidays**
- **Illustrations of Electric & Telephone Plugs**
- **How to Connect to the Internet**
- **Local Internet Service Providers**
- **Photos and Instructions for Pay Telephones (World's Largest Selection)**
- **44 Key Words & Phrases in the local language**

MAPS: World Map Poster

Laminated Poster-sized Map of the World, 36" x 24"

Brilliant, Eye-catching Color and Detail!



World Map Poster 36" x 24"

World Trade Press has been supplying cartographic data to governments and businesses for years. Our World Map Poster is up-to-date, uses brilliant color and is double laminated for long life. Now is the time to replace your out-of-date and stodgy world map with World Trade Press quality.

Top reasons to order the World Trade Press World Map Poster right away:

- It's up-to-date and timely
- People love maps!
- Offers a modern look and appeal
- Brilliant, eye-catching color and detail
- Printed on top-quality Heidelberg press using #1 quality paper
- Double laminated for long life
- Office must-have for global companies
- Fits exactly in standard 24" x 36" stock frame
- Attractively priced

36" x 24" WORLD MAP POSTER

WITHOUT CUSTOMIZATION
(RETAIL PRICE \$19.95)

Quantity	Discount	Unit Cost
1-4	0%	\$19.95
5-19	10%	17.95
20-49	20%	15.95
50-99	30%	13.95
100-199	40%	11.95
200-499	50%	9.98
500+	60%	7.98

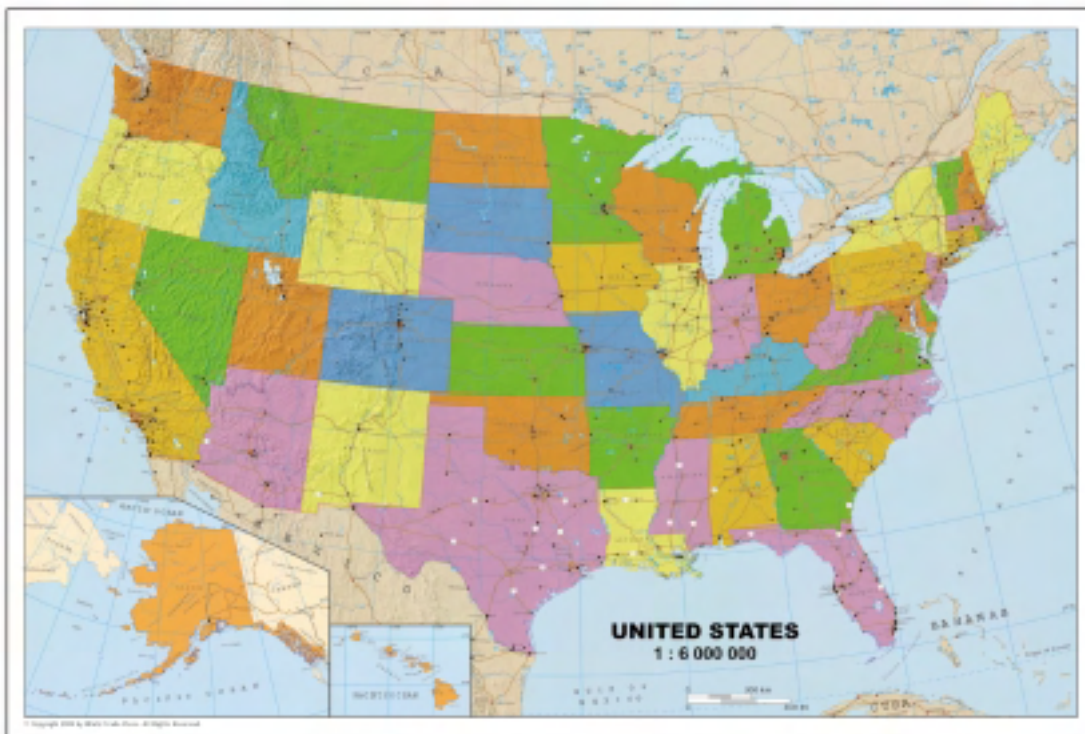
Additional Customization Options – Call your World Trade Press Rep for Details at (415) 898-1124

In the USA (800) 833-8586 • www.worldtradepress.com

MAPS: USA Map Poster

Laminated Poster-sized Map of the USA, 36" x 24"

Brilliant, Eye-catching Color and Detail!



USA Map Poster 36" x 24"

Our USA Map Poster is up-to-date, uses brilliant color and is double laminated for long life. It will look great in your office or home. Now is the time to replace your out-of-date and stodgy USA map with World Trade Press quality.

Top reasons to order the World Trade Press World Map Poster right away:

- It's up-to-date
- People love maps!
- Offers a modern look and appeal
- Brilliant, eye-catching color and detail
- Printed on top-quality Heidelberg press using #1 quality paper
- Double laminated for long life
- Fits exactly in standard 24" x 36" stock frame
- Attractively priced

36" x 24" USA MAP POSTER

WITHOUT CUSTOMIZATION
(RETAIL PRICE \$19.95)

Quantity	Discount	Unit Cost
1-4	0%	\$19.95
5-19	10%	17.95
20-49	20%	15.95
50-99	30%	13.95
100-199	40%	11.95
200-499	50%	9.98
500+	60%	7.98

For More Details Call your World Trade Press Rep at (415) 898-1124

In the USA (800) 833-8586 • www.worldtradepress.com

MAPS: Country Maps

Visit www.WorldTradePress.com

New: Royalty-free Country Maps on Demand

Royalty-Free Country Maps

World Trade Press offers its custom-developed country maps for 175 countries of the world in five formats each. These 875 maps are royalty-free; once you have paid the low license fee, you may continue to use them over and over again.

These maps are available in both political and physical designs and are perfect for:

- Placement on your Web site
- Printing on your office or home color printer
- Use in desktop publishing for print projects such as brochures and books

Whether you need a single country or the world, you'll get the best quality, price and service from World Trade Press.



Sample Political Map for France



Sample Physical Map for France

What Kind of Map Do You Need?

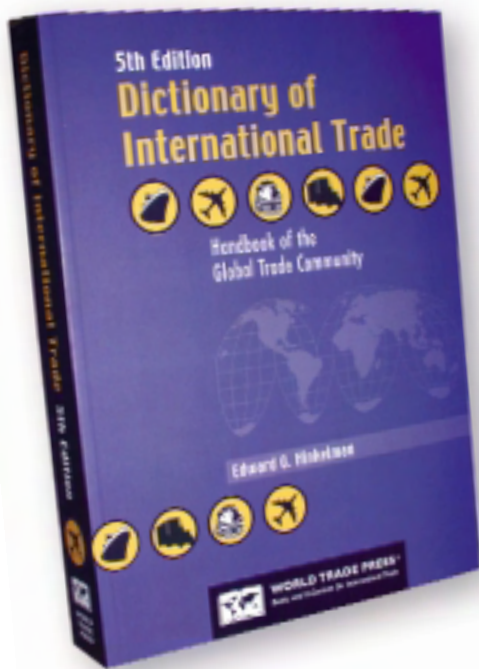
TYPE	HOW SUPPLIED	USES
RASTER	JPG file	Place on a Web site. 72 dpi resolution.
PDF	Adobe Acrobat PDF	Print on color printer. Prints on 8.5" x 11" paper.
VECTOR	Adobe Illustrator file	Print publishing in brochures and books. Fully editable data on 21 layers. Highest resolution.

PRICING

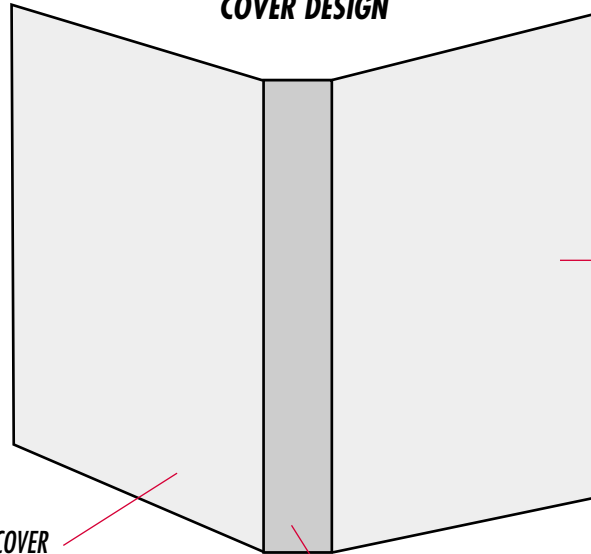
	RASTER Political Map	RASTER Physical Map	PDF Political Map	PDF Physical Map	VECTOR Political and Physical Map
1 Country	\$ 18.00	\$ 18.00	\$ 9.00	\$ 9.00	\$ 78.00
Americas (30 countries)	225.00	225.00	112.00	112.00	936.00
Europe (43 countries)	285.00	285.00	142.00	142.00	1,342.00
Asia (43 countries)	285.00	285.00	142.00	142.00	1,342.00
Africa (45 countries)	295.00	295.00	147.00	147.00	1,404.00
Oceania (14 countries)	115.00	115.00	58.00	58.00	436.00
WORLD (175 countries)	945.00	945.00	472.00	472.00	2,730.00

PREMIUMS: Dictionary of International Trade, 5th Edition

With Your Company's Logo and Custom Cover Design



YOUR COMPANY'S COVER DESIGN



FRONT COVER
Your company's cover design including name, logo, colors and advertising message

BACK COVER
Full page, full color display ad for your company

SPINE
Your company logo at top

Dictionary of International Trade, 5th Edition

The *Dictionary of International Trade* is available in bulk quantities of 250 or more, with a cover of your firm's own design. The *Dictionary* has a proven track record both as a trade reference and as a promotional premium. Your custom cover *Dictionary* will create a lasting impression with everyone from staff and line managers to top executives!

Includes

- The full unabridged 5th edition book (608 pages)
- Your custom design on the front cover, spine and back cover
- Company or office directory on the inside covers
- A full-page, four-color ad on the back cover
- Other custom options available

SEE PAGE 5 FOR COMPLETE PRODUCT DESCRIPTION

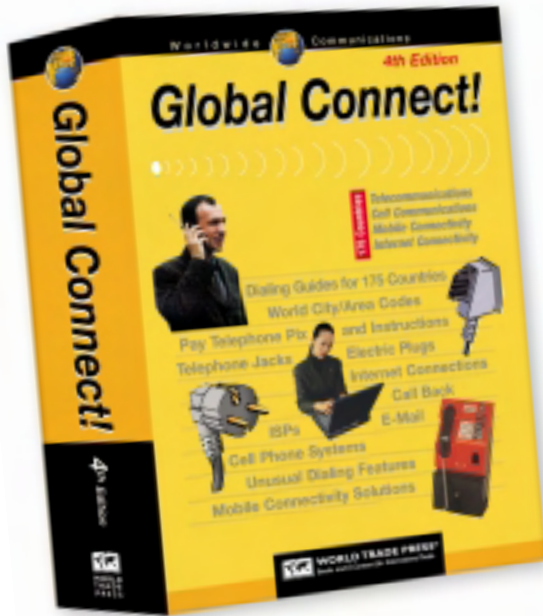
Benefits

- Eye catching, proprietary messaging venue
- Perfect gift for anyone doing business internationally
- Positions your company as an authoritative leader and business partner
- Extensive pass-along readership
- Years of continued exposure from a single promotion
- A proven winner
- Reasonably priced
- Great for internal and external staff, partners, clients and prospects

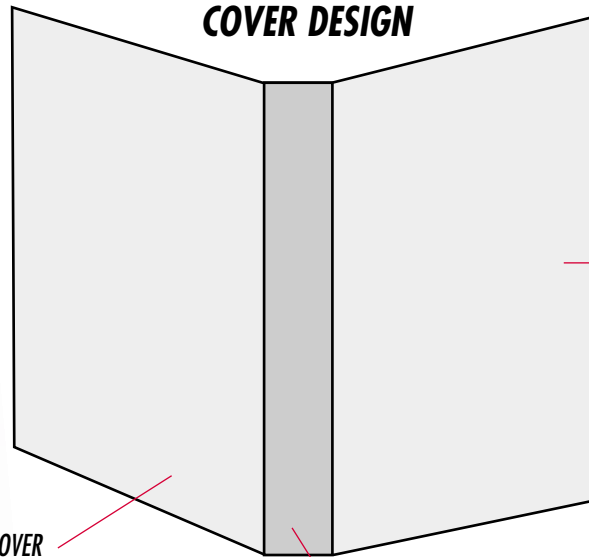
Ask Us About: Corporate Sales, Co-Branding, Premium Gift Ideas, Localization, Volume Pricing, and Internet, CD-ROM or Custom Content Development

PREMIUMS: *Global Connect! Travel or Library Editions*

With Your Company's Logo and Custom Cover Design



YOUR COMPANY'S COVER DESIGN



FRONT COVER
Your company's cover design including name, logo, colors and advertising message

BACK COVER
Full page, full color display ad for your company

SPINE
Your company logo at top

Global Connect!

It can be tough to find a premium with real impact – and nearly impossible to find an affordable gift to impress jaded top executives. If your clients travel internationally, then this is a great premium gift to better connect with your prospects.

How? Help your customers connect (again and again) from anywhere to anywhere, using telephones, cell telephones, the Internet and even satellite telephones! Give them *Global Connect!* with your custom cover design, including your company's logo, colors and message.

Includes

- The full unabridged Travel or Library edition book
- Your custom design on the front cover, spine and back cover
- Company or office directory on the inside covers
- A full-page, four-color ad on the back cover
- Other custom options available

SEE PAGE 3 FOR COMPLETE PRODUCT DESCRIPTION

Benefits

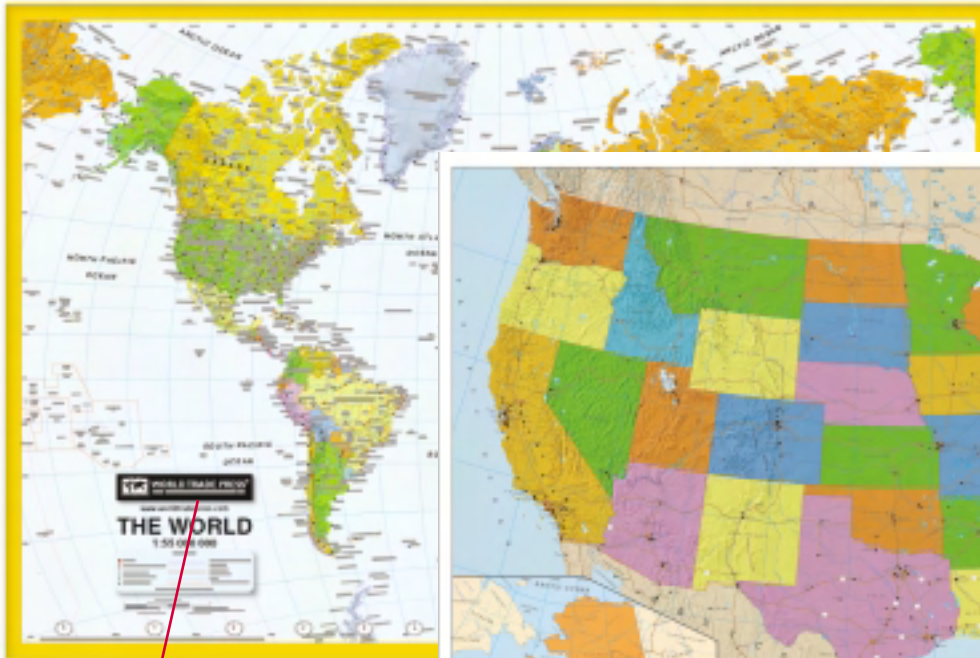
- Eye catching, proprietary messaging venue
- Perfect gift for anyone doing business internationally
- Positions your company as a leader and business partner
- Powerful, authoritative branding
- Extensive pass-along readership
- Years of continued exposure from a single promotion
- Reasonably priced
- Great for internal and external staff, partners, clients and prospects

Global Connect! will serve as your customers' lifeline of communications in 175 countries. It is the world's first truly comprehensive guide offering quick answers to help avoid painful telephone, pay phone, cell, mobile and Internet connection problems.

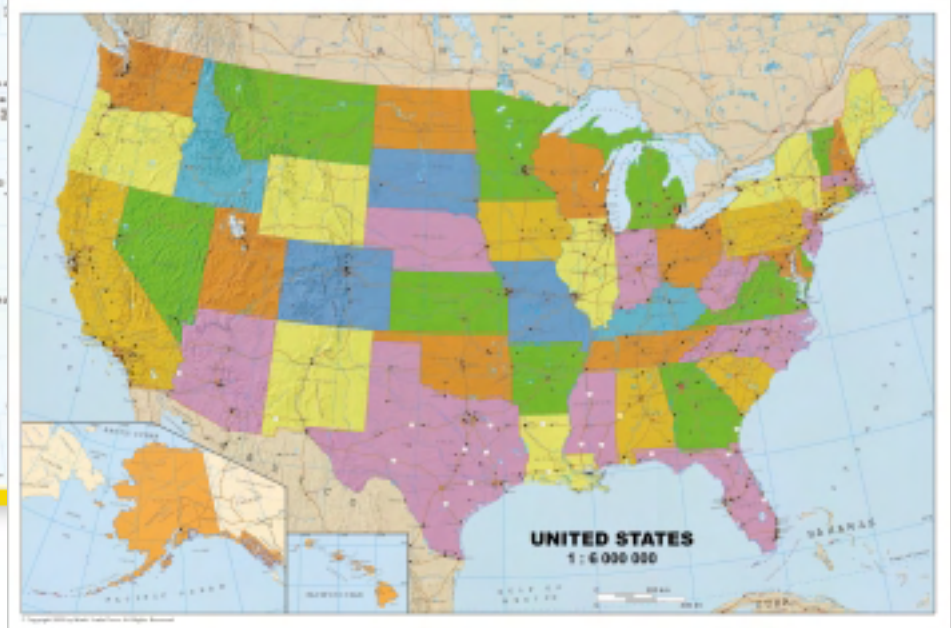
Ask Us About: Corporate Sales, Co-Branding, Premium Gift Ideas, Localization, Volume Pricing, and Internet, CD-ROM or Custom Content Development

PREMIUMS: Customized World & USA Map Posters

Give Your Customers the World and the USA, with Your Logo and Tagline!



YOUR LOGO HERE!



Customized World or USA Map Poster 36" x 24"

Up-to-date world and USA maps in brilliant color and double laminated for long life

Benefits of Customized Map Premium

- Memorable corporate gift item
- Generous area on map for placement of your logo in full color
- Repeat exposure, long life of promotion
- Map goes on wall, not in drawer!
- People will keep it!
- Quick delivery available on custom orders
- Office must-have for global and USA companies

What you get

- Customized 4 1/2" x 1 1/4" promotional space for your company logo in full color
- 14-point text line for your company's tagline
- 14-point text line for your company's URL
- Custom border color

How it works

- 1) Give us a high-resolution image of your company logo and your company tagline and company URL.
- 2) We do the rest!

36" x 24"
WORLD or USA MAP POSTER
WITH CUSTOM LOGO IMPRINT
(MINIMUM ORDER 250)

Quantity	Unit Cost
250	\$16.00
500	9.00
1,000	6.00
2,500	5.00
5,000	4.00
10,000	3.50
20,000	3.00

...plus tax (if applicable) & freight

Additional Customization Options – Call your World Trade Press Rep for Details at (415) 898-1124

ORDER INFORMATION

Guarantee: World Trade Press products are unconditionally guaranteed. If you are not completely satisfied with a purchase, or if an item is damaged in shipment, return it within 30 days and we will replace it, or promptly refund or credit the product purchase price. Discrepancies in quantities shipped/received MUST be made within 10 days.

General order information

All retail orders must be prepaid.

Credit card orders: World Trade Press accepts MasterCard, VISA and American Express cards. Please include name, address and telephone number of cardholder, card number, expiration date and cardholder signature with each order.

Fax orders: Simply fill out the order form, or write a letter with your order and credit card information, and fax it to: **(415) 898-1080**.

Toll-free U.S. ordering: To place a credit card order by phone in the U.S., call toll free **(800) 833-8586**. For full service, including detailed product and shipping information, call **(415) 898-1124**.

California customers: Retail orders shipped to California addresses are subject to 7.25% state tax.

Shipping in the U.S. and Canada: U.S. orders are shipped via United Parcel Service (UPS) ground service. Shipments to Hawaii, Alaska and Canada are via air mail and subject to a small surcharge. Most orders are shipped within 48 hours of receipt and delivered within eight days. Please include your street address because UPS does not deliver to post office boxes. We also ship via U.S. Postal Service when necessary (P.O. Boxes and A.P.O. addresses). Overnight and two-day service are available for an additional charge.

International orders

World Trade Press ships books and maps worldwide. Payment for international orders must be received in advance in the form of an international money order in U.S. dollars, a check drawn on a U.S. bank in U.S. dollars, by credit card (MasterCard, VISA or American Express), or by bank draft payable to: World Trade Press, c/o West America Bank; 1177 Francisco Blvd. E.; San Rafael, California 94901 USA; Account 0515-278075. Payment must include shipping charges. Contact us for rates, or use your credit card.

International shipping: International orders are usually shipped via air mail, which typically takes from 7 to 15 days. We can also ship by courier, but this service is more expensive. Contact us for rates. Shipments to certain countries, including Mexico and South Africa, will go by courier, as they are uninsurable by the U.S. Postal Service.

Libraries

We accept purchase orders from established public, corporate and school libraries located in the U.S.

Retail booksellers in the U.S.

We offer standard bookseller discounts and terms. For small orders call and use your company credit card. For larger orders, fax your P.O. to +1 **(415) 898-1080**.

Quantity & academic discounts

Quantity and academic discounts are available. Titles such as the *Dictionary of International Trade*, *The Global Road Warrior*, the Passport series, the Short Course series and others are available in bulk with or without custom front-cover imprints and back-cover advertising. Contact World Trade Press at **(415) 898-1124** for details.

Translation & distribution rights

Publishers, distributors and others interested in translation and distribution rights should address inquiries to:

Publisher
World Trade Press
1450 Grant Avenue, Suite 204
Novato, California 94945 USA
Tel: **(415) 898-1124** Fax: **(415) 898-1080**
E-mail: sales@worldtradepress.com

World Trade Press web sites

Visit us at:

www.worldtradepress.com
www.globalroadwarrior.com
www.howtoconnect.com
www.worldtraderref.com

for latest product information, current list of international distributors, sample tables of contents, internship opportunities, online samples and subscription services.

Customer service

For questions about products or about an order call: **(415) 898-1124 extension 203**, Monday through Friday, 8:30 a.m. to 5 p.m. Pacific Standard Time, by fax to: **(415) 898-1080**, or e-mail: admin@worldtradepress.com.

All prices, terms, specifications, and publication dates are subject to change.

ORDER FORM

MONEY BACK GUARANTEE



WORLD TRADE PRESS®
Books, E-Content, Maps & Software

1450 Grant Avenue, Suite 204 • Novato, California 94945 USA

Worldwide Tel +1 (415) 898-1124
USA Toll Free Tel +1 (800) 833-8586
Fax +1 (415) 898-1080

SHIP TO:

Purchaser Name _____
 Company _____
 Address _____
 City _____
 State _____ Postal Code _____
 Country _____
 Telephone (very important!) _____

PAYMENT:

Check Credit Card



Credit Card Number _____ Expiration Date (must have!) _____
 Name on Card _____
 Cardholder's Address _____
 Cardholder's Signature _____

SPECIAL INSTRUCTIONS

	QTY	PRICE	TOTAL
REFERENCE SERIES			
Global Connect! 3rd Edition Travel		US\$ 24.95	
Global Connect! 4th Edition Desk		88.00	
Basic Guide to Exporting 3rd Edition		19.95	
Services: Export of the 21st Century		19.95	
Dictionary of Int'l Trade 5th Edition		45.00	
Importers Manual USA 4th Edition		145.00	
Importers Manual USA CD-ROM		145.00	
Special: Importers Manual & CD-ROM		232.00	
Global Road Warrior 4th Library Edition		245.00	
Global Road Warrior CD-ROM		195.00	
Special: Global Road Warrior & CD		360.00	
PASSPORT TO THE WORLD SERIES			
Passport Argentina		US\$ 6.95	
Passport Brazil		6.95	
Passport China		6.95	
Passport France		6.95	
Passport Germany		6.95	
Passport Hong Kong		6.95	
Passport India		6.95	
Passport Indonesia		6.95	
Passport Israel		6.95	
Passport Italy		6.95	
Passport Japan		6.95	
Passport Korea		6.95	
Passport Mexico		6.95	
Passport Philippines		6.95	
Passport Poland		6.95	
Passport Russia		6.95	
Passport Singapore		6.95	
Passport South Africa		6.95	
Passport Spain		6.95	
Passport Switzerland		6.95	
Passport Taiwan		6.95	
Passport Thailand		6.95	
Passport United Kingdom		6.95	
Passport USA		6.95	
Passport Vietnam		6.95	
Special: Any 10 Passport titles		59.00	
Complete set of 25 Passports		133.00	

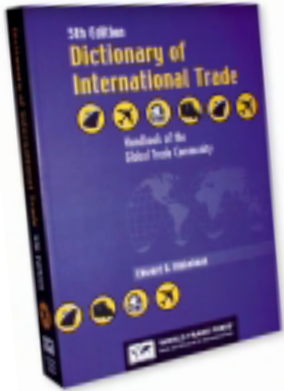
	QTY	PRICE	TOTAL
SHORT COURSE SERIES			
International Negotiating		US\$ 19.95	
International Payments 2nd Edition		24.95	
International Marketing		19.95	
International Contracts 2nd Edition		24.95	
International Business Culture		19.95	
International Economics		19.95	
International Trade Documentation		24.95	
International Business Ethics		24.95	
International Business Plans		24.95	
International Joint Ventures		24.95	
International Marketing Blunders		24.95	
International Intellectual Property Rights		24.95	
Complete set of 12 Short Courses		224.00	
COUNTRY BUSINESS GUIDE SERIES			
Argentina Business 2nd Edition		US\$ 24.95	
Australia Business		24.95	
Canada Business		24.95	
China Business		24.95	
Hong Kong Business		24.95	
Japan Business		24.95	
Korea Business		24.95	
Mexico Business 2nd Edition		24.95	
Philippines Business		24.95	
Singapore Business		24.95	
Taiwan Business		24.95	
USA Business		24.95	
Special: Any 6 Country Business Guides		134.00	
Complete Set of 12 Country Business Guides		245.00	
MAPS			
World Map Poster, 36" x 24"			
USA Map Poster, 36" x 24"			
SUB TOTAL			
Sales Tax (in California only) 7.25%			
Add Shipping (must include on all orders)			
USA COD, add \$5.00			
TOTAL			

SHIPPING INFORMATION

PRODUCT	USA	CANADA	MEXICO
All \$78 to \$145 books	\$9.00	\$11.00	\$14.00
Global Road Warrior 4th Edition	18.00	25.00	50.00
All others-1st book	5.00	7.00	10.00
Additional books	2.00	3.00	4.00

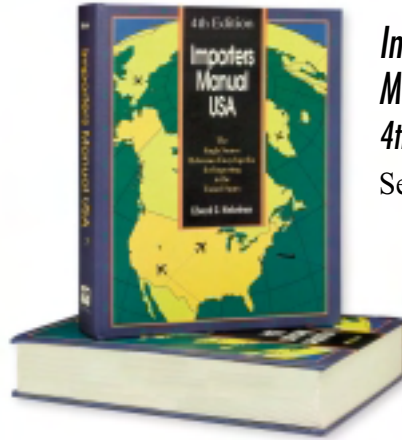
Call/Fax for rates: • Rush delivery • Hawaii, Alaska & foreign orders

New from World Trade Press



Dictionary of International Trade
5th Edition

See page 5



Importers Manual USA
4th Edition

See page 6



Global Connect!
Subscription & Licenses

See page 22

World Map Poster with your logo See page 28



WorldTradeREF
Subscription & Licenses

See page 18



WORLD TRADE PRESS®

Books, E-Content, Maps & Software

1450 Grant Avenue, Suite 204
Novato, California 94945 USA
www.WorldTradePress.com

PRE-SORTED
STANDARD
U.S. POSTAGE
PAID
WORLD TRADE
PRESS

PLEASE ROUTE TO:

- International Sales
- International Marketing
- Import/Export Traffic Management
- International Logistics
- Travel Department
- _____

Customer
Number

Keycode