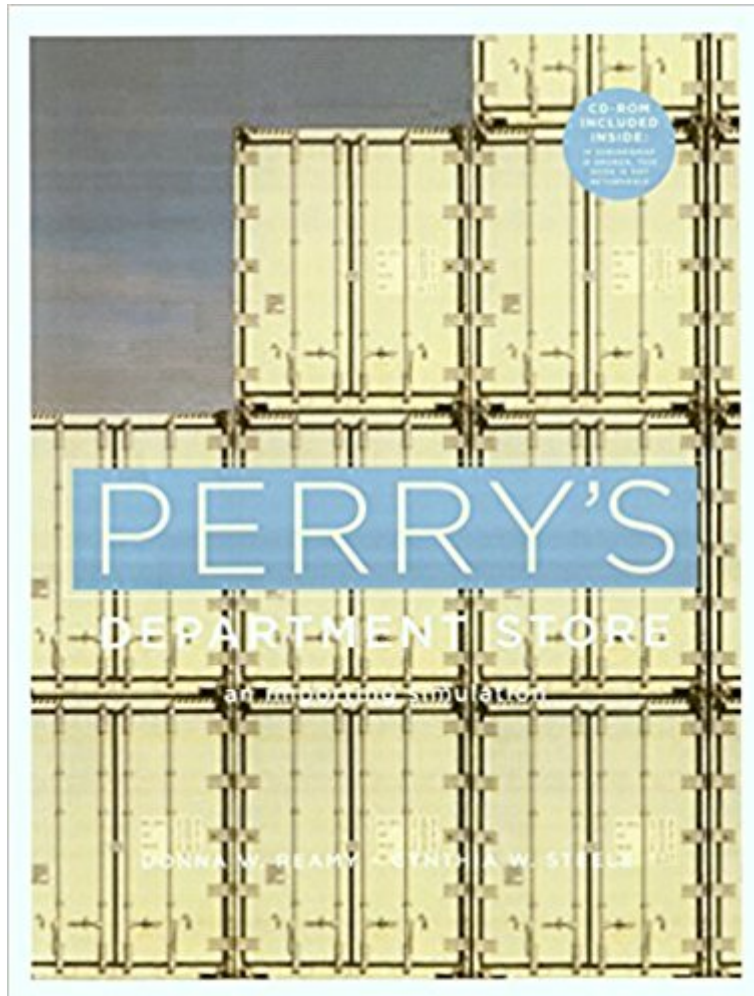




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Perry's Department Store: An Importing Simulation



Synopsis

Perry's Department Store: An Importing Simulation teaches business in the dynamics of the international marketplace by placing the reader in the role of a retail buyer importing jeans into the United States. The import process is divided into eight steps: profiling suitable countries for export, developing sourcing strategies, recognizing differences in working across cultures, understanding the policies and laws governing importing, classifying imported product, financing the import purchase, determining shipping procedures for imports, and completing the entry process. Resources and worksheets for the simulation are included on the accompanying CD-ROM.

Book Information

Spiral-bound: 128 pages

Publisher: Fairchild Publications (May 24, 2006)

Language: English

ISBN-10: 1563673827

ISBN-13: 978-1563673825

Product Dimensions: 8.6 x 0.6 x 10.9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

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Donna W. Reamy teaches at Virginia Commonwealth University. Cynthia W. Steele is affiliated with New Creative Enterprises.

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