



Export Now: Five Keys to Entering New Markets

By Frank Lavin, Peter Cohan

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Learn how your business can tap into foreign markets

In *Export Now*, two international business experts reveal the secrets to taking your company global. Offering a real-life strategy that businesses of any size can use to expand their reach around the world, this book is the ultimate guide to identifying, evaluating, and profiting from global opportunities.

Essential reading for any company looking to expand abroad, the book explains the five essentials of international growth. All businesses know they need to get into new markets, but the lack of familiarity, the cultural and language gaps, and the differences in business practices can be intimidating—this book solves these problems, giving you everything you need to grow.

- The ultimate handbook for any business looking to go global
- Explains the five essentials of international expansion
- Written by two experts with years of experience building global businesses around the world

Guiding you through the how to's of going global, *Export Now* is your one-stop resource for expanding your business overseas.

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Editorial Review

From the Inside Flap

Even the best businesses sometimes find themselves in a difficult situation when it comes to exporting. For most firms, it is a new area involving a set of complicated challenges, including language, tariffs, and the toughest challenge of all: how to track down new customers. Many companies see more work and less benefit in an export market rather than the home market. In other words, why bother?

Export Now explains in clear business language the steps you can take to compete and win in exports. Frank Lavin and Peter Cohan apply their decades of expertise in helping companies to break down the task into manageable components. *Export Now* is a step-by-step guide to tackling the international marketplace. The core messages of the book: (1) It is easier than you think; (2) you do need a plan. The authors offer you the tools to devise your own plan in *Export Now*.

This book boils down the challenge into the "Five Cs" of exporting:

- Country: How to pick the right one.
- Customers: How they differ in new markets.
- Competitors: What to look for when you are away from your home market.
- Capabilities: What you need to win.
- Capability Gap: How to close it.

In *Export Now* you will learn the secrets of exporting from case studies including:

- Brewdog, the Scottish micro-brewery that used blogs to break into a new market.
- Legacy, a German company with superior products but the wrong export strategy.
- Eno, a Chinese youth clothing retailer started by two Americans, that succeeded by letting its Chinese designers pick popular styles.

Export Now draws on over twenty case studies based on the authors' work helping thousands of SMEs that ventured into new markets. The cases outline their successes, failures, and avoidable mistakes. Read this book to stay in the first category and out of the last two.

From the Back Cover

"Export or die!" might be the well-deserved title of this book. Foreign competitors are coming into your market. You need to start selling to their markets. Your market isn't going to grow as fast as other markets in the world. This book is the best coach that I know to bring you into profitable exporting.

Philip Kotler S. C. Johnson & Son Distinguished Professor of International Marketing Kellogg School of Management
Northwestern University

Export Now is an indispensable guide to the often complex maze of exporting. Highly recommended.

Thomas J. Donohue President and CEO, U.S. Chamber of Commerce

In today's growing and competitive global marketplace, exporting is critical for manufacturers and businesses of all sizes. Often companies don't think they have the tools or resources to become major exporters. *Export Now* lays out the simple steps to take which will allow small and large companies to become efficient exporters and reach new markets and customers all over the world.

Jay Timmons President and CEO, National Association of Manufacturers

If you are in a small business or new to exporting, *Export Now* is the book for you. In straight-forward business language, Frank Lavin and Peter Cohan spell out how businesses can get into the export world. At the Commerce Department, I saw many fine small businesses which had products that could appeal to consumers around the world, but these firms lacked the know-how to enter new markets. With practical case studies as well as sound concepts and techniques, *Export Now* will offer these businesses the way forward in exporting.

Carlos Gutierrez Former CEO Kellogg's and U.S. Secretary of Commerce (2005-2009)

In Hong Kong and across Asia we see dynamic small companies that are poised for growth, but many of their home markets are relatively small. Unless these companies can master the art of exporting, they risk being trapped. *Export Now* explains how to escape the limitations of the home market and shows how even smallish companies can be successful in the turbulent world of exporting.

Alex Fong CEO, Hong Kong General Chamber of Commerce

About the Author

Frank Lavin was known as America's "Salesman-in-Chief" when he served as Under Secretary for International Trade at the U.S. Department of Commerce. In that capacity, he supervised U.S. export promotion activity and worked with over two thousand small and medium-sized enterprises (SMEs) to develop their export strategies. He continues to work with companies on market entrance and international challenges as chairman of Edelman's Public Affairs Practice in the Asia Pacific Region. Recently he established Export Now (www.ExportNow.com) to help companies use the Internet to export to China. He previously served as the U.S. ambassador to Singapore and worked in banking and management positions in Asia after having served in the Reagan White House and NSC as well as the Commerce Department in both Bush administrations. Mr Lavin has written articles for the New York Times, the Washington Post, and the Wall Street Journal.

Peter S. Cohan is president of Peter S. Cohan & Associates, a management consulting and venture capital firm founded in 1994. In the course of more than 150 consulting projects, he has helped governments and businesses to identify, evaluate, and profit from growth opportunities that spring from new technologies. Three of his portfolio companies were sold for a total of \$2 billion. Cohan has appeared on ABC, CBS, CNBC, CNN, Bloomberg TV, NPR's Marketplace, and FoxBusiness, and he has been quoted in the Wall Street Journal, the New York Times, BusinessWeek, and Fortune. He's the author of nine previous books, including *Capital Rising: How Capital Flows Are Changing Business Systems All Over the World*, coauthored with Srinji Rangan, which Choice called "groundbreaking"; and *You Can't Order Change: Lessons from Jim McNerney's Turnaround at Boeing* which was ranked the number one business book by Achievemax in 2009. Mr Cohan teaches business strategy to undergraduate and graduate students at Babson College.

Users Review

From reader reviews:

Robbie Stamant:

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Carlos Reese:

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