

Fisher

Export Best Practice

This book blends commercial and legal understandings of how Australian traders can use agents, distributors and other intermediaries to better effect in expanding their businesses offshore. It is a readable, practical account of how to select and manage agents and distributors more effectively, with commercial and legal advice on the use of export sales contracts in product-based international trade. It covers knowledge-based trade and the use of technology transfer and licensing as international business development methods as well as joint ventures, strategic alliances and other market entry options for traders needing to develop partnerships offshore. Case studies, checklists, tables and other visual aids, as well as precedent agency and distribution contracts, provide further hands-on information for the reader. The book merges the legal ramifications of the topics with their practical consequences, reflecting the authors' long experience in advising traders, one from a standpoint primarily legal and the other primarily commercial.



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