

Beat: Travel

## **EXPORTING IN THE CONNECTED WORLD A GUIDE IN THE VIRTUAL WORLD OF GLOBAL TRADE**

### **HOW TO TRAVEL WITHOUT MOVING**

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**USPA NEWS** - Exporting in the Connected World is a dynamic new book for anyone looking to tap today's global market, where trade happens at the click of a mouse and your virtual office is your smartphone. A book for individuals, professionals, entrepreneurs and seasoned exporters...

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With the advent of social media, the internet, and video on demand, any company can reach a wide audience.

Exporting in the Connected World consists of four sections and twenty-six, short chapters full of practical advice, real-world case studies, and useful tips. It is not academic theory, but real tools you can employ to build your own trading business.

About the Authors:

- Mark Matsumoto

'Do you want to trade?' I first heard those magical words during a visit to Moscow after graduating from UC Berkeley. Unknown to me, the visit became my first foray in the trade game- literally selling the shoes I was wearing to an excited Leningrader, and was hooked..I wish I could meet that fellow I sold my shoes to all those years ago, and tell him I became an international trader because of our transaction.'

- Miguel Olivares

' The first time I saw the "world" was when my father pasted a National Geographic map on my bedroom wall and left it there. It sparked my imagination, and I memorized countries, demographics, etc. Without knowing it, I groomed myself for a career in international trade. Since graduating from UCLA I've lived and worked overseas, built a career working in major trade shows and developing export strategies for U.S. companies.'

Source . Mark Matsumoto and Miguel Olivares

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**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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