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providing sourcing services for buyers, assuring reliability of suppliers, and ensuring a continuous supply of products.

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International Sales and the Middleman provides a down-to-earth, practical, and insightful guide that will enable export sales managers to build-or rebuild-a distributive network from scratch. It provides detailed advice on selection, negotiation, initiation, training (where appropriate), motivating, development, and managing overseas agents to ensure the maximum sales result.

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James Barker is the marketing manager of a firm with small international sales volume. He is looking for a middleman who can take responsibility for promotion of the company's products,

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credit arrangements, physical handling, and market research. Also, the middleman must be able to provide information on financial, patent, and licensing matters. In addition, the middleman should agree to work under the name of the firm.

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[John P. Griffin] on Amazon.com. *FREE*
shipping on qualifying offers. This
volume is about managing dealers,
distributors and agents in overseas
markets, a useful guide for anyone doing
business overseas. The book gives
detailed practical advice on how to go
about finding

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A middleman, or middlewoman if you

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bring it to the 21st century, is a firm that buys a product and in turn, sells it directly to customers in their market. Oftentimes, middlemen are referred to as intermediaries .

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Middleman Definition - Investopedia

A middleman is a person or company that connects buyers with sellers. Wholesalers are a type of middleman. They buy goods from a manufacturer and then resell them to a retailer. A retailer is also an example of a middleman, as is a real estate agent. The middleman does not produce anything but has extensive market knowledge.

International sales and the

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Yet probably the most acid test to be faced by any aspiring international sales manager will be to get his middlemen behind him and to learn how to drive international business through these vital people. The starting point for successful middleman management is to understand the basics - and the first is 'critical mass'.

How to Become a Middleman for Imports and Exports

Title: International Sales And The Middleman John P, Author: Iva Sebesta, Name: International Sales And The Middleman John P, Length: 6 pages, Page: 1, Published: 2013-03-23 Issuu company logo Issuu

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