



## International Perspectives on Trade Promotion and Assistance

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As the first international convention focused on stimulating trade through policy actions, the International Symposium on Trade Promotion and Assistance sought to present a comprehensive treatment of the role of the public sector in trade promotion. The papers presented at the conference have been collected in this book, and they review trade promotion activities at the international, state, and local levels. They also address the roles of private-sector institutions such as universities, trade centers, and trade associations in providing information and assistance to those companies interested in exporting. The book presents the invaluable experience and advice of experts who discuss obstacles firms face in exporting efforts and suggest how to achieve higher awareness levels, how to best assist firms in getting into the market, and how to make experienced exporters more successful.

Divided into four parts, this collection features eighteen selections that address various aspects of trade promotion and assistance. The five chapters that make up Part I focus on state and federal programs in trade promotion. Part II, which contains seven chapters, looks at trade promotion programs in such countries as England, Norway, Australia, and China. Part III presents four readings on university and private initiatives in stimulating partnerships for export promotion, and Part IV features three chapters of empirical research findings on exporting with implications for public policy. A conclusion and index are also included, as well as a number of tables and figures. This book will be an important reference for companies involved in international business and sales, for business and marketing courses, and for public and academic libraries.

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