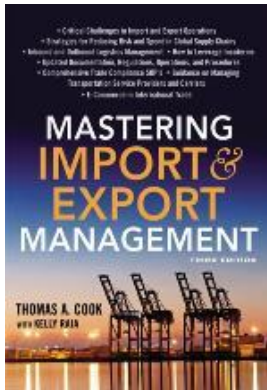


## PM WORLD BOOK REVIEW



Book Title: **Mastering Import & Export Management, 3<sup>rd</sup> Ed**

Author: Thomas A. Cook with Kelly Raia

Publisher: AMACOM (now HarperCollins Leadership)

List Price: \$85.00 Hardcover and \$53.99 eBook

Format: Hardcover and eBook, 688 pages

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Reviewer: Patt Chowdhury, MBA, MM, CAPM

Review Date: December 2018

### Introduction

*Mastering Import & Export Management, Third Edition*, is an expansive, detailed, yet easy-to-read reference covering virtually every topic that one needs to consider when conducting business across the globe. Increasing globalization of business impacts organizations large and small, commercial and governmental. Many professionals in purchasing, import/export, project management, specialized transportation, supply chain and logistics, and education will be grateful for the authors' guidance through the navigation of the many laws, guidelines, contract terms, insurance and risk practices, processes, and old-fashioned, hard-learned experience of import/export traders shared by our authors.

This book also provides the reader with both historical perspective and some geopolitical commentary which is important to fully understanding the business of global trade. Most importantly, the Third Edition provides up-to-date information that is relevant to this Post-9/11 world in which we conduct business, and an abundant appendix that permits one to examine actual documents that are required to fully execute the import and export of goods around the world. While global trade is discussed, much of the specific advice is pointed at US organizations doing business with firms in other countries.

### Overview of Book's Structure

*Mastering Import & Export Management, Third Edition* is arranged in three broad sections: The Global Supply Chain, Export Operations and Import Operations. The sections are preceded by a Foreword and Preface and followed by a 418-page appendix and eight-page alphabetical topic index.

## **Material is arranged as follows:**

FOREWORD – by Spencer Ross, Chairman Emeritus, National Institute for World Trade, NY, NY

### PREFACE

SECTION ONE: The Global Supply Chain - Eight chapters: Purchasing Management Skill Sets in Foreign Markets ~ Freight, Logistics, and Specialized Transport ~ Risk Management in International Business ~ Technology in Global Trade ~ Global Personnel Deployment and Structure ~ Developing Resources in the Import/Export Supply Chain Management ~ Foreign Trade Zones, Bonded Warehouses, Free Trade Agreements, and Business with China ~ Essential Overview of Import/Export Compliance and Security Management: Post-9/11.

SECTION TWO: Export Operations - One chapter: Export Management: Incoterms, Documentation, Compliance, Operations, and Export Supply Chain Skill Sets

SECTION THREE: Import Operations - Four chapters: The Import Supply Chain: Purchasing, Operations, Documentation, and Compliance Management ~ Import strategies in maintaining a “Compliant and Secure” Inbound Supply Chain,

### APPENDIX

### INDEX

## **Highlights**

If you have ever been asked to manage a large, complex, global project and thought to yourself “Where do I start?”, you may have taken on a project with considerable import and export activity. Having a guide to point you in the right direction and to step you through the considerations, pitfalls, and resources available to you is just what you need to get started and regain your confidence.

*Mastering Import & Export Management’s* primer and list approach in each chapter gives the reader foundation knowledge on the topic, historical and current, and then presents lists with the steps one needs to take, the situations to avoid, the practices that are definitely worth the time required and the like. Supported by an appendix of import and export forms and paperwork examples, Customs and Border Protection tips for those new to import/export, contacts for information on export financing, compliance regulations, global supply chain in eight steps and so much more, you will be asking all of the right questions in no time.

## Highlights: What I liked!

My favorite feature is the aforementioned set-up of the *Mastering Import & Export Management* – the topic primer followed by the lists to get you started. The advice provided particularly assists the project manager in cost, time, quality, procurement, and risk management in a way that only the authors' 35 years of experience can.

The extensive discussion of the elements of the Global Supply Chain, the topic of Section One, is very helpful. The section, in Chapter 2, on Avoiding the Ten Pitfalls of the Global Supply Chain supports what you have known all along – never assume. The same is true for Import/Export. Chapter 1 covers managing the Request for Proposal (RFP) process and discusses the importance of maintaining sustainable relationships with carriers and service providers.

Finally, among the features I like best, is the comprehensive information concerning Post-9/11 changes in procedures, formalities and laws have been incorporated into a book such as *Mastering Import & Export Management*. This new information is key to keeping your project on-track and in compliance. Today's use of technology in import and export is covered and is important news for anyone who wants to keep up-to-date.

## Who might benefit from the Book

Project and Program managers whose projects include international shipments will definitely benefit from the wisdom imparted in this book.

All manner of professionals in purchasing, supply chain, freight forwarding, suppliers in international trade, import and export financing and others can learn from this book not only for themselves but to get an understanding of the concerns and perspective of those with whom they interact. Educators in international business, global marketing, and international risk and finance will also find this to be an excellent reference for conducting global business.

## Conclusion

If you are a seasoned manager in the practice of import and export management, you can validate and refresh your memory while also staying up-to-date on what is new. For those new to import and export management, *Mastering Import & Export Management, Third Edition*, can serve as a helpful companion, coach and confidence-builder as you learn the ins and outs of global trade.

For anyone engaged in international business, *Mastering Import & Export Management, Third Edition*, is an excellent addition to your reference library.

For more about this book, go to:

<https://www.harpercollinsleadership.com/9780814438206/mastering-import-and-export-management/>

*Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@peworldjournal.net](mailto:editor@peworldjournal.net).*

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## About the Reviewer



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**Patt Chowdhury**, Managing Principal and Consultant at Patt Chowdhury Advisors LLC, is a marketing executive and cross-functional senior manager with extensive experience in program and project management, marketing operations, product management, process development and information technology at iconic, global Fortune 500 brands in the information technology and travel and transportation industries. She is an adjunct faculty member at the University of Dallas Gupta College of Business where she teaches marketing and management courses in the MBA and MS programs. Patt is a Certified Associate in Project Management (CAPM®) and a Six Sigma Black Belt. She is a member of the PMI Dallas Chapter where she serves as Director, Lunch and Learn Program Series. She holds an MBA in International Management, a Master of Management (MM) degree in Telecommunications Management, a Bachelor of Science in Business Administration – Marketing and a certificate in Product Management.

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