

Appendix

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Relevant Publications

A. Publications on the Manufacturer-Agent Relationship

AAR 1987 Membership Directory. Automotive Affiliated Representatives, Inc., 111 E. Wacker Drive, Suite 600, Chicago, Illinois 60601, U.S.A. Tel: (312) 644-6610.

Agency Sales Magazine*. Manufacturers' Agents National Association, P.O. Box 3467, Laguna Hills, California 92654, U.S.A. Tel: (714) 859-4040. Price: \$50 Cdn.

Directory of Manufacturers' Sales Agencies*. Annual Members Directory. Manufacturers' Agents National Association, P.O. Box 3467, Laguna Hills, California 92654-1277, U.S.A. Tel: (714) 859-4040. Price: \$105 Cdn.

How to Select Food Brokers. National Food Brokers Association, 1010 Massachusetts Avenue, Northwest, Washington, D.C. 20001, U.S.A. Tel: (202) 789-2844.

The Manufacturers' Guide: Dealing with Agents*. Gordon Rogers. Manufacturers' Agents Association of North America, 15 Toronto Street, Suite 200, Toronto, Ontario, M5C 2R1. Tel: (416) 923-5819. Price: \$38 Cdn.

National Trade and Professional Associations of the U.S.* Directory (NTPA). Columbia Books Inc., 1350 New York Avenue Northwest, Suite 207, Washington, D.C. 20005, U.S.A. Tel: (202) 737-3777. Price \$50 US prepaid.

* There is either a subscription fee or a purchase price for the publications marked by an asterisk.

B. Publications on Exporting to the United States

The following publications contain valuable information for Canadian companies planning to export their products or services to certain American market sectors.

You can order a copy of any of the following publications by calling the Info Export Office at the Department of External Affairs, toll-free: 1-800-267-8376.

Please note: Quantities of some publications are limited.

Guide to Apparel Trade Shows in the U.S. (English, French, February 1988).

Market Studies of United States: Shipping to North-eastern States and other U.S. Markets — Transportation Hints for Exporters in New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island (English, French, 1986).

A Market Study of Major Purchasers of Frozen Fish and Shellfish for the Foodservice Sector (Bilingual, June 1988).

Market Studies of United States: A Report on a Study on the Market for Cardiac Products in the Mid-Atlantic States (English, French, 1982).

Market Studies of United States: An Analysis of Market Opportunities for Selected Canadian Residential Heating Equipment in the Northeast U.S.A. (English, French, 1985).

Market Studies of United States: Pulp and Paper Mill Machinery, Southeastern U.S.A. (English, French, 1985).

Precision, Planning and Perseverance: Exporting Architectural Services to the United States (English, French, February 1988).

You can order a copy of the following two publications by contacting the Defence Programs Bureau, United States Division (TDU), Department of External Affairs, Ottawa. Tel: (613) 996-1814.

Canadian Industry and the United States Defence Market (English, French, 1987).

United States — Canada Defence Production Sharing Program (English, French, 1981).

C. Publications on Exporting

CanadExport, Biweekly newsletter, Department of External Affairs, Ottawa. Available by registering for regular mailing list, through Info Export Office, toll-free 1-800-267-8376. (English or French)

Fisheries Export Handbook. Department of Fisheries and Oceans, Communications Directorate, 240 Sparks Street, Ottawa, Ontario, K1A 0E6. Tel: (613) 993-0999. (English or French)

So You Want to Export? A resource book for Canadian exporters. Department of External Affairs, Ottawa. Call Info Export Office, toll-free 1-800-267-8376. (English or French)

Understanding Export*, Canadian Manufacturers' Association, 1 Yonge Street, 14th Floor, Toronto, Ontario, M5E 1J9. Tel: (416) 363-7261. Price \$22.50 Cdn.

* There is either a subscription fee or a purchase price for the publications marked by an asterisk.