

"WE HAVE A GOOD RANGE OF OPPORTUNITIES FOR CANADIAN BUSINESSES IN THE U.S."

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Many firms attempt to enter the U.S. market when they are relatively unprepared, and are disappointed when their efforts do not result in any return or leads. Experienced exporters insist that a lot of preparation is usually necessary.

This booklet contains things to consider when you are ready to go to the United States.

If you are just starting to consider the U.S. market, you should read the Red and Amber booklets before you read this one.

Some topics will be of particular interest to these functional areas of your firm — strategic planning, market development and operations.

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