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 Borderbuster Monthly E-Newsletter (No. 91): July 6, 2009  
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Distributed by GlobeTrade.com (<http://www.globetrade.com>) and  
 Designed To Help Entrepreneurs, Small Businesses, Activists,  
 Futurists, Academics, Executives and Corporate Risk-Takers Go Global.

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 We encourage you to forward this issue! Subscribe FREE!  
<http://www.globetrade.com/borderbuster.htm>

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## 1. WELCOME FROM THE PUBLISHER

Greetings, Loyal Colleagues, Fabulous Friends and Cheering Fans!

Thank you to so many of you who continue to spread the word about this e-newsletter by talking about it, forwarding it on to colleagues or recommending it to your collaborators. As a result, we are growing rapidly and becoming known as the best-borderbuster-on-the-planet! Since 1985, we have helped more than one million entrepreneurs, small businesses, activists, futurists, academics, executives and corporate risk-takers go global through our books, articles, education and consulting services.

For those of you who just signed on, this is the latest edition of "Borderbuster," which is produced by author, speaker and educator Laurel Delaney -- herself a successful small business owner with years of experience in taking on the world with her knowledge, products and services. Every month, Laurel briefs you on the basics in all aspects of running a global business -- from finding customers to keeping them, from shipping products to getting paid, from learning about a different culture to becoming a true global netizen. She shares her passion for what is possible and continues to make significant and enduring contributions to the way the world does business.

Many of the articles featured here are marked \*subscriber exclusive,\* which means they do not appear on the GlobeTrade.com site or Global Small Business Blog (<http://borderbuster.blogspot.com>) -- an added value for members only. Yet if you become too busy to tackle everything here, just revert to the site or the blog to get your global dose for the month.

In this July issue, "Borderbuster" focuses on: how to approach China with eyes wide open; why the ongoing global recession is the deepest and the most synchronized of the postwar period; and why outsourcing is becoming the new insourcing. Our special feature this

month is "Five People Who Live LOUD" by Laurel Delaney. She focuses on five people who represent living loud (refer to No. 6). In case you are unaware, Laurel is a regular contributor to the American Express OPEN Forum blog.

Enjoy the great content and resources we bring you each month. We hope you learn something new here and apply it today. Membership is free but priceless! Now, let us be brave and fearless about conducting business in our world because, sooner or later, going global will prevail. Every citizen will know how to do it. Don't be left behind! Start shaping your world today.

Thank you for your support of GlobeTrade.com. It means the world to us. Please contact Laurel if you have any questions, complaints, sound-offs, contributions or compliments concerning "Borderbuster." She'd love to hear from you, so go on and make her day! Her e-mail address is [ldelaney@globetrade.com](mailto:ldelaney@globetrade.com) (<mailto:ldelaney@globetrade.com>).

Let's revolutionize our thinking, get started, bust a border and go global!

No boundaries in 2009,  
The Team at GlobeTrade.com

P.S. Sometimes links don't work. If that's the case, please copy and paste the link directly into your browser. And if you write or blog about one of our features, please attribute the entry to the Borderbuster e-newsletter and include our sign-up link (<http://www.globetrade.com/borderbuster>). Thank you.

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## 2. UPDATE FOR OUR READERS

REMINDER NO. 1: See the results of Laurel's "live" online forum (<http://tinyurl.com/m7oxq3>) at the June 2009 Small Business Online Community powered by Bank of America. She discussed how to stay fit for fast business growth even during tough economic times (and yes, globalization came into play, too!).

REMINDER NO. 2: We launched a social enterprise for women entrepreneurs interested in growing their business across borders. It's called Women Entrepreneurs GROW Global (WEGG) and can be found here:

<http://www.womenentrepreneursGROWglobal.org/>

Experts who have already agreed to be part of this powerful and much needed initiative are:

- Sharon Barner, Partner, Foley & Lardner
- Anita Campbell, CEO, Small Business Trends, LLC
- Raman Chadha, Executive Director of the Coleman Entrepreneurship Center at DePaul University
- Linda Darragh, Director, Entrepreneurship Program for the University of Chicago Booth School of Business
- Marsha Firestone, Ph.D., Founder and President, Women Presidents' Organization
- Suzy Fox, Ph.D., Associate Professor and Chair, HRER, Loyola University Chicago, primary research on Successful Women Worldwide
- Dawn Harris, Ph.D., Director, Gannon Center for Women and Leadership, Loyola University Chicago
- Mary Joyce, Network Director, U. S. Department of Commerce, Midwest Export Assistance Center
- Karen Kerrigan, President and CEO, Women Entrepreneurs, Inc.
- Steve King, Founding Partner, Emergent Research
- Carolyn Ockels, Founding Partner, Small Business Labs
- Leslie Schweitzer, Senior Trade Advisor for the U.S. Chamber of Commerce and Creator of the TradeRoots Initiative

Please visit WEGG to read recent entries and to learn more about our mission, vision and expert contributors. If you are interested in becoming a contributor or a sponsor, please contact us at: [ldelaney@globetrade.com](mailto:ldelaney@globetrade.com) (<mailto:ldelaney@globetrade.com>) or call 773-381-1700.

REMINDER NO. 3: Listen to Laurel's podcast: 10 Ways To Go Global - produced by Small Business Trends Radio, hosted by Anita Campbell and Executive Producer Steve Rucinski.

Link to the show post: <http://tinyurl.com/6jfsal>

Link to audio file: <http://tinyurl.com/6y94lq>

Recap here in the Comment area: <http://tinyurl.com/6xb7qb>

REMINDER NO. 4: Small Business Trends (<http://www.smallbiztrends.com/>) founder Anita Campbell has invited Laurel to be a regular global small business contributor to the OPEN Forum by American Express OPEN blog (<http://blogs.openforum.com/>). Anita serves as its Chief Editor. Check out Laurel's latest entries (specifically "How A Business Owner

Can Sleep Like a Baby During Tough Times" --  
<http://tinyurl.com/mpc7f9> and "Live LOUD" --  
<http://tinyurl.com/luleu6>) ... all here:  
<http://blogs.openforum.com/author/laureldelaney/>

REMINDER NO. 5: Download our complimentary report, "How to Do Business in Central America and the Dominican Republic:"  
<<http://www.globetrade.com>> -- look for the JUST RELEASED button, or access it here:  
<<http://tinyurl.com/688mfv>>

REMINDER NO. 6: We listened and now we are delivering results with a global business tool developed especially for all our friends, fans, colleagues and peers. The GlobeTrade Wiki Community is a platform where you can connect and help each other. Share a story, edit information, add knowledge, collaborate and, collectively, grow your businesses globally. We are excited about the new community and hope you like what you experience. This gives you something to talk about. Use it to your advantage. GlobeTrade continues to work for you, not the other way around.

To join, go here (it's complimentary):  
<<http://globetrade.wetpaint.com/>>

It takes about a minute to sign up (don't let the age question deter you from joining). After that, create your own profile and add your picture so we can get to know you better. Together, we can change the world and make it a better place to live. Looking forward to having you on board! See you there.

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

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### 3. APPROACHING CHINA WITH EYES WIDE OPEN

\*Subscriber Exclusive\*

If you are a manufacturer deep into planning for the economic turnaround, now is a very good time to be thinking about your China strategy.

Read the article at Industry Week:  
<<http://tinyurl.com/r4b7dw>>

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#### 4. BUSINESS AND CULTURAL TIPS -- HAVE SOME FUN!

\*Subscriber Exclusive\*

Enjoy. And remember, there is no such thing as a universal attitude. These are just guidelines, so if in doubt while visiting a foreign country, ask.

- In Hong Kong, have an abundant supply of business cards available – you'll use them often.
- In Tanzania, it is customary to shake hands when being introduced. The verbal greeting, 'jambo' is also common.
- In Algeria, visitors are always addressed by their title and their last name. Professional titles are widely used.
- In Luxembourg, cheek kissing is done twice, alternating cheeks, but only between people who are well acquainted. The handshake is quite common among both men and women.
- In Venezuela, the average Venezuelan businessman is very busy. You should be prepared to be punctual and to get directly to the point in discussions.
- In Canada, Canadians are proud of their country and take exception to exaggerated comparisons with the U.S. Mentioning positive examples and making favorable comments about the people and their country are most welcome.

Source: "Do's and Taboos Around The World" by Roger E. Axtell.

BUSINESS TIP(S) OF THE MONTH ... Small Business United Blog

Pull up a virtual chair. Intuit wants to chat with you about small business – from sharing advice and insights to resources and tips that will help you be more successful.

To learn more, visit the Small Business United Blog:  
<<http://www.smallbusinessunitedblog.com/>>

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To me, living loud is about living your passion boldly without caring what others think, while leaving an indelible mark on the world. It's about your ability to take measured risks for the sake of fulfilling your goals.

Let's examine five people who represent what living loud means:

1. Former President George H. W. Bush. "Don't sit around drooling in a corner," says George H. W. Bush, who decided to skydive again on his 85th birthday (He jumped on his 75th and 80th birthdays as well). Here's what living loud means to him ...

Read the rest of the article here at OPEN Forum by American Express OPEN (6/22/09):

<<http://tinyurl.com/luleu6>>

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-> Got a story to share? We'd love to hear from you. E-mail [info@globetrade.com](mailto:info@globetrade.com) (mailto:info@globetrade.com) and put "Got a story" in the subject line and then let us know what you have in mind. We cannot guarantee your tale will be published, but we'll do our best!

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7. A READER ASKS: Q&A

\*Subscriber Exclusive\*

Q: To Ask The Expert,

Last month you covered how to get a quick education on globalization but what are your suggestions for a more formal approach?

A: A few great schools are:

IMD (Switzerland)  
<http://www.imd.ch/>

Thunderbird School of Global Management (United States)  
<http://www.thunderbird.edu/>

Emlyon Business School (France)  
<http://www.em-lyon.com/english/graduate/MGE/index.aspx>

INSEAD (France)  
<http://www.insead.edu/home/>

Hope this information is useful to you.

-> Got a question or a comment? Good. Send it here:  
info@globetrade.com (mailto:info@globetrade.com).

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## 8. EVERYBODY LOVES A FREEBIE: SHOWCASE YOUR WORK FOR THE WORLD TO SEE

\*Subscriber Exclusive\*

A free platform for the world's leading creative professionals. Build a multi-media portfolio with an unlimited number of projects, for free. Gain exposure. Advance your business and your career.

Go for it here:  
<<http://www.behance.net/>>

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## 9. OUT OF THE BALLPARK

\*Subscriber Exclusive\*

By any measure, the ongoing global recession is the deepest and the most synchronized of the postwar period.

Read more here at the International Monetary Fund:  
<<http://tinyurl.com/r8qnfr>>

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## 10. OUTSOURCING BECOMES THE NEW INSOURCING

\*Subscriber Exclusive\*

The trend of American manufacturing companies moving operations into China continues in full stride, but the enticement to do so has changed dramatically.

Read more here at The Motley Fool:  
<<http://tinyurl.com/pyc39c>>

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## 11. TWITTER WORLD: EACH MONTH WE WILL FEATURE SOMEONE WE ARE FOLLOWING ON TWITTER

\*Subscriber Exclusive\*

Brian Solis is a public relations executive, author and frequent speaker about the convergence between traditional media and social media. He enjoys 25,000+ followers. Find out why here:  
<<http://twitter.com/briansolis>>

And don't forget to follow Laurel:  
<<http://twitter.com/laureldelaney>>

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12. BLOG WORLD: globalEDGE International Business Blog  
\*Subscriber Exclusive\*

Created by the International Business Center (IBC) at Michigan State University, globalEDGE™ is a knowledge web-portal that connects international business professionals worldwide to a wealth of information, insights, and learning resources on global business activities.

Read more here at globalEDGE™:  
<<http://tinyurl.com/owygnu>>

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13. LAUREL'S LATEST e-BOOK: "GODZILLA GLOBAL MARKETING!"

"GODZILLA Global Marketing! – The Essentials To Building A Successful Global Business" will help you:

- > Build a living global brand.
- > Understand the importance of local and global strategic alliances.
- > Develop a high global business IQ.
- > Create an export dream team.
- > Implement a seven-degree global action plan.
- > Consider global marketing as a career ... and more!

"GODZILLA Global Marketing!" -- a whopping 43 single-spaced pages -  
- is U.S. \$8.95. You can buy a copy quickly and securely through  
PayPal, which accepts all major credit cards (and you don't even need  
a PayPal account). Once payment is received, your book is on the  
way! Enjoy.

Click here for more information:  
<<http://www.globetrade.com/books.htm>>

Click here to buy it now:  
<<http://tinyurl.com/yyufgr>>

[Laurel here ... thanks to so many of you who have already purchased  
a copy!]

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14. TAKE A WALK ON THE WILD SIDE (TAWOTWS)

\*Subscriber Exclusive\*

Hugh MacLeod (<http://gapingvoidgallery.com/>) is a cartoonist who makes his living publishing fine art prints via the Internet. His first book is "Ignore Everybody."

If you want to discover ideas on how to rise above the clutter or learn how a South African wine became a best-seller in West Texas (<http://tinyurl.com/otp99u>), visit Mixergy.com:

<<http://tinyurl.com/pqphyx>>

(Remember, inaction is the worst kind of failure.)

\*\*\*We welcome suggestions for Take a Walk On The Wild Side. Early responses have the best chance of being published. Please include your title, company affiliation, location and email address. We reserve the right to solicit and edit suggestions.\*\*\*

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## 15. WIND BEHIND YOUR SAIL

\*Subscriber Exclusive\*

"All you need in this life is ignorance and confidence -- and then success is sure." ~ Mark Twain

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## 16. MISCELLANY

----->>>>>>>>> LATE BREAKING NEWS <<<<<<<<<<-----  
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- GLOBETRADE IN THE NEWS:

TOP HOSTS: Study Finds SMBs Optimistic About Economic Turnaround Despite Desire for More Government Support  
<<http://tinyurl.com/ohjsd7>>

U.S. NEWS & WORLD REPORT: The Global Entrepreneurial Revolution  
<<http://tinyurl.com/4bwtyc>>

THE WALL STREET JOURNAL: Looking Abroad For a Bigger Boost in Business  
<<http://tinyurl.com/5k6mwc>>

THE WALL STREET JOURNAL: New York Eatery Looks For The Sweet Spot Overseas

<<http://tinyurl.com/6q9n4q>>

WE, INC.: How To Provide Great Global Customer Service  
<<http://tinyurl.com/5ry34z>>

USATODAY.com: Small U.S. firms make big global sales  
<<http://tinyurl.com/4tm8na>>

U.S. NEWS & WORLD REPORT: Falling Dollar Pinches Small  
Businesses  
<<http://tinyurl.com/678dm8>>

U.S. NEWS & WORLD REPORT: The Bright Side of the Dollar's Decline  
<<http://tinyurl.com/5zvrc3>>

- LAUREL'S ENTREPRENEUR COLUMN: Global: Barriers to Entry. Expanding Internationally? Avoid these 5 common errors.  
<<http://tinyurl.com/6jqbcd>>
- PARCEL MAGAZINE ARTICLE: Leaving the Country: Learn about the extremity of small businesses' unwillingness to go global. The UPS Business Monitor report helps us understand why.  
<<http://tinyurl.com/2puay3>>
- SMALL BUSINESS TRENDS: What's Ahead in Our Brave New Cyberworld.  
<<http://tinyurl.com/2udun5>>

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>>>>>>> PEOPLE + COMPANIES GETTING AHEAD <<<<<<<<

A. PLACES TO VISIT:

<http://www.globetrade.com> -- Check out our new look: We've added an Idea Lab section!

<http://borderbuster.blogspot.com> -- The Global Small Business Blog

<http://www.laureldelaney.com> -- for your global entrepreneurial development needs.

<http://escapefromcorporateamerica.blogspot.com> -- to find out why women are leaving Corporate America for entrepreneurship.

<<http://tinyurl.com/34nlf5>> -- audio post card from Laurel!

<http://www.squidoo.com/borderbuster> -- do you Squidoo? We do! Find out why.

<http://www.ebookmall.com/ebook/65325-ebook.htm> -- to order Laurel's first e-book, "Insanely Global!"

B. HERE'S WHAT'S ALWAYS FREE – RESOURCES YOU CAN USE:

- Listen to an archived broadcast of Laurel Delaney talking about what it takes to go global:

<http://smbtrendwire.com/index.php?p=8>

- Listen to podcasts as global trade experts (including Laurel Delaney) and UPS executives explore how small- and medium-size businesses can better market their goods internationally:

<<http://tinyurl.com/5wcamj>> and

<<http://tinyurl.com/6hgfnn>>

- Download a voter-supported FREE global manifesto authored by Laurel Delaney:

<http://www.changethis.com/sp-6.GlobalGuru> -- for learning how to go global.

- Explore Scribd and learn something new about going global:

<<http://www.scribd.com/people/view/11846>>

C. REMINDER. "Borderbuster" may be distributed freely, provided that the distribution is without charge, that the issue is distributed complete and unaltered, and that all copies retain the Global TradeSource, Ltd. copyright notice.

\*\*\* Whether you are looking for an opportunity or have a vacancy to fill, please email your concise (no more than 80 words) copy to [info@globetrade.com](mailto:info@globetrade.com) (<mailto:info@globetrade.com>). \*\*\*

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That's it for July. A special thanks to Bob Marovich, author, consultant and gospel music historian, for his editing assistance. He can be reached at [bob@gospelmemoires.com](mailto:bob@gospelmemoires.com) (<mailto:bob@gospelmemoires.com>) or visit his blog at <http://www.theblackgospelblog.com/>. Back with you in August when things really start cooking business wise!

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