



Borderbuster Monthly E-Newsletter (No. 90): June 5, 2009

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>

CONTENTS

1. Welcome From The Publisher
2. Update For Our Readers
3. Online Marketplaces Offer Global Opportunities*
4. Business and Cultural Tips: Have Some Fun!*
5. Protectionism Is Not Self-Defense*
6. How I Went Global: Ongoing Series // Laurel Delaney
7. A Reader Asks: Q&A*
8. Everybody Loves a Freebie -- repeat: FREE OFFER*
9. The End of the Big Business-China Love Affair*
10. The End of the Globalization Debate?*

11. Twitter World: Tom Friedman*
12. Blog World: Social Media Globalization
13. Laurel's e-Book: "GODZILLA Global Marketing!"
14. Take A Walk On The Wild Side (TAWOTWS)
15. Wind Behind Your Sail*
16. Miscellany: GlobeTrade in the News*

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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 June issue, "Borderbuster" focuses on: how online marketplaces offer global opportunities; why protectionism is not self-defense; and why there might be an end to the big business from the China love affair. Our special feature this month is "How To Build

Trust” by Laurel Delaney for OPEN Forum by American Express OPEN blog. She asked six trusted colleagues on what it takes to build trust (refer to No. 6).

In case you are unaware, Laurel is a regular contributor to the American Express OPEN Forum blog. Her contributions offer the latest relevant information on global small business. We’ll share links to her entries as they become available (refer below in the Update For Our Readers section).

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 global 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>).

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 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.

2. UPDATE FOR OUR READERS

REMINDER NO. 1: Please join Laurel (<http://tinyurl.com/d87ybyq>) at the Small Business Online Community powered by Bank of America on Thursday, June 18th from 2:00-3:00 p.m. (EST) when she will take YOUR questions “live” about how to stay fit for fast business growth even during tough economic times (and yes, globalization comes into play too!) even during tough economic times. Her first forum in March

was so well received that she was invited back to do another one. Direct access to the forum area can be found here: <<http://tinyurl.com/d87ybyq>> and it's free to join. Hope to connect with you there. Link may change so we will update you if it does.

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) 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 To Build Trust" -- <http://tinyurl.com/ow4qhd>) 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

3. ONLINE MARKETPLACES OFFER GLOBAL OPPORTUNITIES

Subscriber Exclusive

Buyers and suppliers alike find online marketplaces offer a world of advantages.

Article tip: New online marketplace
<http://www.mfg.com>

Read more at Industry Week:
<<http://tinyurl.com/pt5z6p>>

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 Poland, toasting is often part of both formal and informal dinners.
- In Germany, invitations to homes are a special privilege. A man should bring flowers, which he will unwrap in the entrance hall and present to the hostess upon greeting her. Avoid red roses, they have romantic implications, and never give thirteen or an even number of flowers.
- In Hungary, do not photograph soldiers or military installments.
- In Ireland, make business appointments in advance, but keep it in mind that the Irish are not very time conscious.
- In Brazil, an important word to know is 'jeito,' which basically means, "You do a favor for me, and I'll do a favor for you." Money rarely changes hands.
- Worldwide, to minimize any possible embarrassment for the recipient of a business gift, accompany the gift with such words as, "This is not intended as a gift, but merely as a small memento of this visit."

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

BUSINESS TIP(S) OF THE MONTH ... RIDE THE WAVE, THAT IS,
GOOGLE'S WAVE

Learn everything there is to know about the new Google Wave, a new real-time communication platform to be launched later this year.

To learn more, visit here:
<<http://bit.ly/gnzlP>>

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Could your company benefit from reaching our loyal subscriber base of global business enthusiasts? Please contact Laurel Delaney at ldelaney@globetrade.com (mailto:ldelaney@globetrade.com) for details.

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5. PROTECTIONISM IS NOT SELF-DEFENSE

Subscriber Exclusive

As anti-trade measures pile up, "this will worsen the contraction of world trade and undermine confidence in an early and sustained recovery in global economic activity," the WTO says.

Find out more at American Banker:
<<http://tinyurl.com/p7pqz7>>

6. HOW I WENT GLOBAL: ONGOING SERIES -- As featured on the OPEN Forum by American Express OPEN (5/28/09) blog: Trust is a hotly debated topic around the world. The following article offers good advice from several great minds on how to get, keep and maintain trust. Pass it along to anyone you know who might benefit.

<<http://tinyurl.com/ow4qhd>>

How To Build Trust
By Laurel Delaney

With the current market condition of tight credit, the escalating cost of doing business and the ubiquitous Internet, global competition is hot and crowded. And one of the issues that keeps surfacing? Trust.

That's what this entry is all about: Why trust matters and how to get, keep and maintain it. It's the one thing we need and want, yet it's so hard to get and keep.

But why?

Case in point. While running a global small business, I meet a lot of people via email, on Facebook, Twitter, Linked In, through our blog and at conferences, and I think I can trust them. (Why not? There's no reason not to until proven otherwise.) But in most cases, I probably should not because I have no history with them.

With the Internet, anyone can claim to be an expert in anything at any time. Competitors are everywhere on the planet, but can they be trusted? How do you distinguish yourself from them? How do you prove to the world that you are the real deal and can be trusted?

To me, a trustworthy person is authentic, transparent in their dealings, has a strong sense of who they are (a noticeable sense of purpose), takes responsibility for things (no excuses, just results), and always does what they say they are going to do. Is that what you look for, too?

Since this notion is so prevalent globally, I declare the next new trend or deliverable in 2009 will be trust. But I can't take total credit for it, because I prefer to maintain my reputation as being trustworthy. I had the help of the 2009 Edelman Trust Barometer (<http://www.edelman.com/trust/2009/>). The report highlights why trust is down. Government bailouts, the near implosion of the American auto industry and PSGW (Ponzi Schemes Gone Wild) are some contributing factors.

I decided to check in with six of my trusted colleagues to get their thoughts on why trust matters and how they build it. Here's what they said ...

Read the rest of the article here at OPEN Forum by American Express OPEN (5/29/09):
<<http://tinyurl.com/ow4qhd>>

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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) 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!

7. A READER ASKS: Q&A

Subscriber Exclusive

Q: To Ask The Expert,

Is there such a thing as a basic tutorial on globalization?

A: If there is, I'd like to know about it. The best approach is to conduct a Google or Bing search on the topic. Wikipedia generally pops up first (<http://tinyurl.com/7cenf>); Globalization101.org, which is a project of The Levin Institute, a graduate institute of the State University of New York (I have no knowledge of their work) shows up next in search engine optimization rankings; and The World Bank's site (<http://tinyurl.com/ok2kkm>) comes in a close third and also might help you.

Good luck. Hope this information is useful to you.

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

8. EVERYBODY LOVES A FREEBIE: 42+ SOCIAL MEDIA MARKETING TOOLS

Subscriber Exclusive

An insanely great review of numerous online tools covering how to develop social media strategies for personal branding, new revenue streams, search engine optimization, new content initiatives and more for content providers/publishers. Don't miss it.

Go for it here:
<<http://ow.ly/aFFN>>

9. THE END OF THE BIG BUSINESS-CHINA LOVE AFFAIR

Subscriber Exclusive

Corporate America used to be enamored of China, and vice versa. The attraction is fading.

Read more here at Time Europe:
<<http://tinyurl.com/pasn3j>>

10. THE END OF THE GLOBALIZATION DEBATE?

Subscriber Exclusive

Creeping protectionism lingers in the shadows, if only for the moment.

Read more here at Yale Global Online:
<<http://tinyurl.com/qdphvs>>

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

Tom Friedman, NY Times columnist and Pulitzer Prize winning author:
<<http://twitter.com/tomfriedman>>

Thomas Friedman won his third Pulitzer in 2002 for Commentary after filling the much-needed liberal hawk niche:
<<http://twitter.com/ThomasLFriedman>>

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

12. BLOG WORLD: SOCIAL MEDIA GLOBALIZATION
Subscriber Exclusive

Global smokers continue to pay up for Philip Morris' iconic brands.

Read more here at the GlobalPost:
<<http://tinyurl.com/l7khg3>>

Disclosure: Global Post, with our permission, syndicates The Global Small Business Blog under its Commerce segment (e.g., <http://tinyurl.com/qqr7yl>)

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!]

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

Subscriber Exclusive

Since 1999, Communispace has created and managed more than 300 online customer communities to help their clients deeply engage with, and listen to, customers in ways that deliver extraordinary insights, generating phenomenal business results.

They enable companies to operationalize throughout the organization what it really means to be close to the customer by offering full service community capabilities -- from strategic planning and design to member recruitment and expert facilitation, and customer insights and analysis reporting.

Find out more here:

<<http://www.communispace.com/>>

(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.

15. WIND BEHIND YOUR SAIL

Subscriber Exclusive

"Integrity in all things precedes all else. The open demonstration of integrity is essential." ~ Max DePree."

16. MISCELLANY

----->>>>>>>>> LATE BREAKING NEWS <<<<<<<<<<-----

- 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>>

>>>>>>> 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>>

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- Reporters looking for a quick authoritative quote, background source or expert comment for a story, article, radio program or television show? We'll be glad to help. Run out of story ideas? We can pitch in there too. Email ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>) or call (773) 381-1700.

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