



Borderbuster Monthly E-Newsletter (No. 98): March 5, 2010

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Designed To Help Entrepreneurs, Small Businesses, Activists,
Futurists, Academics, Executives and Corporate Risk-Takers Go Global.

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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 (our ninth year!) by talking about it, forwarding it on to colleagues or recommending it to your collaborators.

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 twenty-five 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."

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. If you are too busy to tackle everything here, reference the website or blog to get your global dose for the month.

In this March issue, "Borderbuster" focuses on: Why Urban Outfitters has a grow-slow strategy in Europe; how Google is learning in China that part of being a global company is adhering to different rules in different countries; and how baseball and a Costa Rican-based sporting company bring new meaning to free trade. Our special feature this month is "Creating a Culture of Innovation: Learning From the Best" by Laurel Delaney for the American Express OPEN Forum. She outlines how the influence of others worldwide plays a big role in developing innovative best practices that help us succeed (refer to No. 6).

Contact Laurel with 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!

Make the world your business in 2010,
The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

- Listen to Laurel's radio interview with Dr. Amy Vanderbilt on "A World of Difference: Trends Affecting the Global Economy and Business Environment in 2010 and Beyond:"
<<http://www.trendpov.com/node/1242>>
- Learn the ins and outs of establishing a strategic partnership with a video and article by Laurel, and powered by Verio (<http://www.verio.com>):
<<http://tinyurl.com/ycxx4n5>>

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

3. MAKING IT WORK OVERSEAS

Subscriber Exclusive

U. S. manufacturers can achieve success in their offshoring projects if they do their due diligence.

Read the article at Industry Week:

<<http://tinyurl.com/ybrwxe8>>

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 Paraguay, the greeting *mucho gusto* is often used when meeting people. People stand very close when conversing and men often embrace on meeting. Women usually kiss each other on both cheeks. Close friends may walk arm in arm.
- In Venezuela, visitors should never sit at the head of the table, as those seats are reserved for the mother and father of the family.
- In Canada, shaking hands at meeting and parting is appropriate. Punctuality is expected.
- In Haiti, French is spoken.

- In Colombia, strict punctuality is not a must anywhere, although being on time is somewhat more important in the larger cities.
- In Tahiti, food is eaten with the fingers, but table manners depend greatly on the family's customs. Observe your host and do as he does.

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

BUSINESS TIP(S) OF THE MONTH ... Trackur

Learn about social media monitoring tools in just 60 seconds. Monitor your buzz. Protect your reputation. Listen to your customers.

Get your free account here:
<<http://www.trackur.com/>>

--*-*-* This Issue Is Brought to You By WEGG *-*-*-*-*

Pay a visit to social enterprise Women Entrepreneurs GROW Global (WEGG) to learn how you can expand your business internationally.

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

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5. URBAN OUTFITTERS' GROW-SLOW STRATEGY IN EUROPE

Subscriber Exclusive

By studying local fashions first, Urban Outfitters hopes to succeed in Europe where others have stumbled.

Read the BusinessWeek article to learn more:
<<http://tinyurl.com/yb2cuab>>

6. HOW I WENT GLOBAL: ONGOING SERIES -- As featured on the American Express OPEN Forum (<http://tinyurl.com/yeggkga>). The following article provides insights on the topic of innovation from three people who have inspired Laurel and millions of other folks worldwide. Forward this resource to anyone who might benefit from it.

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

Creating a Culture of Innovation: Learning From the Best By Laurel Delaney

Inspiration often precedes innovation, a topic I love. This is my third installment on the subject. The first is titled, "2010: The Year of Spontaneous Innovation" and the second is, "The Art of Bold Innovation." Innovation is such a personal, creative endeavor, but the influence of others plays a big role in helping us succeed. Here I'll share insights from some of those who've inspired me when it comes to developing innovative practices in my business. Perhaps they will have the same effect on you.

At the end of each passage, there's a lesson learned and a big question to get the conversation going.

Walt Disney

"My father was not a complicated man." ~ Diane Disney Miller
(daughter of Walt Disney)

If there is one way to foster innovation in your business, it is to be innovative yourself and to be straightforward. In "Walt Disney: An American Original" by Bob Thomas, Diane Disney Miller describes her dad: "I think Dad was an easy read. He didn't want to be complicated. He was always straightforward, never devious. Not unless he could be devious in a constructive way." Diane continues, "We always ate dinner late, because Dad worked late at the studio. He would tell about what he was doing, but he also wanted to know about our lives, too. And he would listen."

Did Walt go through tough times with his business? You bet. But he did not let financial woes get in the way of fostering innovation. "I've always been bored with just making money," Walt once said. "I've wanted to do things, I wanted to build things. Get something going. People look at me in different ways. Some of them say, 'The guy has no regard for money.' That is not true. I have had regard for money. But I'm not like some people who worship money as something you've got to have piled up in a big pile somewhere. I've only thought of money in one way, and that is to do something with it, you see? I don't think there is a thing that I own that I will ever get the benefit of, except through doing things with it."

Lesson: To create a culture of innovation, be straightforward. Listen. Simplify. Do things. Build things. Get something going.

Question: Do you think innovation has a heart? Where some go for the intellect, Walt seemed to know how to tap into people's emotions. What do you think? How do you feel about innovating from the heart?

Samuel J. Palmisano

As Samuel J. Palmisano, Chairman and CEO of IBM Corporation says, "Few words are more ubiquitous in business or society today than 'innovation.' It's rare to walk through an airport, watch an hour of television or pick up a major publication without running across it. It's on the minds of a growing number of CEOs, government officials, and academic and community leaders as they look for ways to survive and thrive in an increasingly complex and connected world," he writes in ...

Read the rest of the innovation article at the American Express OPEN Forum:

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

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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,

Where's a good place to search for U.S. import or export statistics?

A: Our recommendations are:

The U.S. Census Bureau, Foreign Trade:

<http://www.census.gov/foreign-trade/index.html>

WTO

International trade and tariff data

http://www.wto.org/english/res_e/statis_e/Statis_e.htm

International Trade Centre, International Trade Statistics

<http://www.intracen.org/tradstat/welcome.htm>

There are a couple of good places online that provide specific import-export trade data and other global intelligence for a fee. Conduct a Google or Bing search on key words "import-export trade data" or "international trade data," for they are sure to pop up.

And it can't hurt to take a look at some things going on here:
<http://tinyurl.com/yocsj4gd>

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

8. EVERYBODY LOVES A FREEBIE: FREE TOOLS THAT GIVE SMALL BUSINESSES A BOOST

Subscriber Exclusive

The entrepreneurial spirit is alive and well. Yes, small businesses worldwide are facing unprecedented challenges. That's why Intuit Small Business is offering easy to use business tools that you need right now.

Go here to access them:
<<http://tinyurl.com/aolkjq>>

9. BASEBALL, RAWLINGS BRING NEW MEANING TO FREE TRADE

Subscriber Exclusive

In 2006, a reporter shed light on the seemingly unfair labor practices taking place in Costa Rica in a factory operated by the Rawlings Sporting Goods Co., Inc.

Read more here at Sports Central:
<<http://tinyurl.com/ydnlwkf>>

10. GOOGLE VS. CHINA FOR DUMMIES

Subscriber Exclusive

Google will meet with China, but nothing will change because part of being a global company is adhering to different rules in different countries.

Read more here at The Motley Fool:
<<http://tinyurl.com/yll2m4e>>

11. TWITTER WORLD: EACH MONTH WE FEATURE SOMEONE WE FOLLOW ON TWITTER

Subscriber Exclusive

One of Laurel's favorite creative American recording artists, Stefani Joanne Angelina Germanotta, born March 28, 1986 and known by her stage name Lady Gaga, boasts 2,972,106+ followers:

<<http://twitter.com/LadyGaga>>

Website:

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

Follow The Most Influential Small Business Twitter List on Twitter (happily, we're on it!) with the click of a button:

<<http://tinyurl.com/y96qprz>>

And don't forget to follow Laurel independently of the above:

<<http://twitter.com/laureldelaney>>

12. BLOG WORLD: Cato @Liberty

Subscriber Exclusive

Promoting public policy based on individual liberty, limited government, free markets, and peaceful international relations.

Cato @Liberty blog:

<<http://www.cato-at-liberty.org/>>

The Cato Institute:

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

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

If you can think wild thoughts, then you can most certainly go global.

Lookout, Facebook, for here comes Neocha: Connecting China's
creative communities. If you can't read Chinese, do as we did: Use
the Google translation toolbar (<http://tinyurl.com/mafygv>). It works!

Go here for more compelling information:

<<http://www.neocha.com/-/index.jsp>>

(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

"The illiterate of the 21st century will not be those who cannot read
and write, but those who cannot learn, unlearn, and relearn." ~ Alvin
Toffler

16. MISCELLANY

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

- GLOBETRADE IN THE NEWS 2010: More to come!

^^^^^^^^^^ OUR MEDIA PLATFORMS ^^^^^^^^^^^

A. PLACES TO VISIT AND CONNECT:

- <http://www.globetrade.com> -- We've expanded our Idea Lab section and have a new, more powerful web host: Verio (www.verio.com). We love 'em! Full disclosure: We are a Verio customer and serve as their independent global SMB consultant. Watch for more good things to come (sample here: <http://tinyurl.com/ycxx4n5>)!
- <http://borderbuster.blogspot.com> -- The Global Small Business Blog
- <http://www.womenentrepreneursGROWglobal.org/> -- Women Entrepreneurs GROW Global
- <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. And be sure to check out our NEW look!
- <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!"
- <http://globetrade.wetpaint.com/> -- The GlobeTrade Wiki Community.

B. COMPLIMENTARY RESOURCES:

- 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>>

- Listen to Laurel's podcast: Ten 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>>

- 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 here:

<<http://tinyurl.com/mr7gaj>>

- Download our complimentary report, "An American Trader in Japan:" <<http://www.globetrade.com>> -- look for the JUST RELEASED button, or access it here: <http://tinyurl.com/r4jq7q>

- Watch Laurel's "live" online forum (<http://tinyurl.com/m7oxq3>) at the 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!).

That's it for March. A special thanks to Bob Marovich, author, grant writer and gospel music historian, for his editing assistance. He can be reached at bob@gospelmemoires.com (<mailto:bob@gospelmemoires.com>) or visit his blog, The Black Gospel Blog, at <<http://www.theblackgospelblog.com/>>. We wish you a very Happy St. Patrick's Day – celebrating the Irish heritage and good luck worldwide. To learn the history of St. Patrick's Day, visit: <<http://tinyurl.com/yg3axo7>>

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If you know of individuals who would be interested in this FREE information, advise them to send an e-mail to ldelaney@globetrade.com (<mailto:ldelaney@globetrade.com>) with SUBSCRIBE BORDERBUSTER in the subject line, or direct them to the "Sign Up!" area: <http://www.globetrade.com/borderbuster.htm>

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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Global TradeSource, Ltd.
Online arm: [GlobeTrade.com](http://www.globetrade.com) (<http://www.globetrade.com>)
6807 N. Lakewood, Suite LL
Chicago, IL 60626
773-381-1700 Of
773-381-7303 Fx
info@globetrade.com (<mailto:info@globetrade.com>)

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