


1. Book Description

Business ethics is now, more than ever, becoming an important requirement for doing business in the global market place. This book is an outcome of the research endeavor to identify the various ethical/ unethical practices of Services Industry in Kolhapur District, India covers the evaluation of the ethical/unethical practices followed by the Service Industry (Medical Services, Higher Education, Life Insurance sector and Banking Sector). This research is an effort to understand the various ethical dimensions and issues involved in service industry. One hundred and seventy six ethical/unethical dimensions were identified and the elicited opinions of the respondents were analyzed. The model tested with KS test for the relationship between Service Management and Ethical Practices and found to be dependent on each other. The author has made a modest attempt to develop a Business Model for implementing ethical infrastructure, maintaining ethical culture and improvising existing ethical practices in services organization and suggested measures which would help resolving ethical dilemmas and which ultimately would help in minimizing the unethical practices in the Service Sector.


3. **Import Export procedure:**

   ![Image of Import Export Procedure book](image)

   International markets provide a wide range of opportunities compared to the domestic markets. But global business is inherently more risky than domestic business. However, the firm prefers to go international, if the perceived benefits outweigh the anticipated risks.

   Companies going global would like to gain from the perceived benefits and minimise the risks or threats to which they are exposed. In the present era of globalisation, many firms do not confine themselves to their domestic market but choose to enter international markets at some point.

   Exporting a product is a profitable method that helps to expand the business and reduces the dependence in the local market. It also provides new ideas, management practices,
marketing techniques, and ways of competing, which is not possible in the domestic market. Even as an owner of a domestic market, an individual businessman should think about exporting. Research shows that, on average, exporting companies are more profitable than their non-exporting counterparts. The export organisations would have to follow the highly professional managerial approach to meet the emerging challenges and take advantage of the growing opportunities.

The export process is made more complex by the wide variety of documents that the exporter needs to complete to ensure that the order reaches its destination quickly, safely and without problems. Documentation requirements for export shipments also vary widely according to the country of destination and the type of product being shipped. It can help an exporter to reduce the transaction costs by targeting and eliminating common problems. Its wealth of explanations and helpful suggestions is virtually guaranteed to save the firm’s time and money in the competitive international arena. An exporter may require finance in order to manufacture or purchase and prepare goods for export. Economic activity is globally unified today to an unprecedented degree. Changes in one nation’s economy are rapidly transmitted to that nation’s trading partners.

These fluctuations in economic activity are reflected, almost immediately, in fluctuations in currency values. Any company involved in importing or exporting products or services needs to fully understand their foreign exchange risk to ensure it is effectively managed.

This book is intended to provide in one volume various theoretical and managerial aspects of international trade and export import management. The book is organised into six chapters providing a comprehensive coverage of all the vital aspects of export-import procedure and various export benefits under EXIM policy of India. In fact there are two parts of the text: the first deals with exporting, export facilities and incentives, export financing, provides detailed documentation procedural aspect of exports: whereas the second part deals with the import procedure, custom clearance and Procedure for Importing Goods within relevant provisions under various Acts. Special attention has been devoted while presenting the subject matter in a lucid style so that it can be easily understood.

4. International Business law
International business transactions continue to grow in number and size into the third millennium. International trade law focuses on how countries conduct trade in goods and services across national borders. The international, regional and national organizations detailed in this section address the export and import issues that arise in international trade in goods and services. Institutions also provide assistance and support through market and country reports, and economic analyses promoting international trade. Trade is an important development tool. Trade is not, however, an end itself. Increased trade volumes, and even increases in the value of trade, are not necessarily an indicator of improved human welfare or of development more generally. Trade laws of different States failed in reducing legal obstacles to the flow of international trade. In international law, a distinction is often made between hard and soft law. Hard international law generally refers to agreements or principles that are directly enforceable by a national or international body. Soft international law refers to agreements or principles that are meant to influence individual nations to respect certain norms or incorporate them into national law. Although these agreements sometimes oblige countries to adopt implementing legislation, they are not usually enforceable on their own in a court. International
institutions are generally not responsible for directly implementing and enforcing international environmental law, but they often play important monitoring, informational and diplomatic roles.

5. **International Marketing**: 

The world has been passing through a phase of transformation with fast changing developments in the field of technology and the policies of globalisation by many countries of the world. The changing scenario is making many Indian firms think big in terms of having a global presence. Even governments look at export business as a potential area for achieving a high growth rate. Export organisations would have to follow the highly professional managerial approach to meet emerging challenges and take advantage of growing opportunities.

The export process is made more complex by the wide variety of documents that the exporter needs to complete and to ensure that the order reaches its destination quickly, safely and without problems. Documentation requirements for export shipments also vary widely according to the country of destination and the type of product being shipped. It can help exporters to reduce the transaction costs by targeting and eliminating common problems. Its wealth of explanations and helpful suggestions is virtually guaranteed to save the firm’s time.
and money in the competitive international arena. Export price as a strategic marketing variable is often so designed as best to serve the export objectives such as market penetration, increase market share, fighting competition etc.

The text is organised into seven chapters providing a comprehensive coverage of all the vital aspects of international marketing. It begins by discussing scope, challenges, opportunities and reasons for entry in the international market.

6 Export Documentation & Foreign Exchange Management.

International markets provide a wide range of opportunities compared to the domestic markets. In the present era of globalisation, many firms do not confine themselves to their domestic market but choose to enter international markets at some point. Exporting a product is a profitable method that helps to expand the business and reduces the dependence in the local market. It also provides new ideas, management practices, marketing techniques, and ways of competing, which is not possible in the domestic market. Even as an owner of a domestic market, an individual businessman should think about exporting. Research shows that, on average, exporting companies are more profitable than their non-exporting counterparts. The export organisations would have to follow the highly professional managerial approach to meet the emerging challenges and take advantage of the growing opportunities.
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Documentation requirements for export shipments also vary widely according to the country of destination and the type of product being shipped. It can help exporter to reduce the transaction costs by targeting and eliminating common problems. Its wealth of explanations and helpful suggestions is virtually guaranteed to save the firm's time and money in the competitive international arena.

This book is intended to provide in one volume various theoretical and managerial aspects of international trade and foreign exchange management. The book is organised into eight chapters providing a comprehensive coverage of all the vital aspects of export procedure and Forex management. In fact there are two parts of the text: first deals with exporting, export facilities and incentives, export financing, provides detailed documentation procedural aspect of exports: whereas the second part deals with the exchange rates, foreign exchange risks, insurance facilities and followed by the Global institutional support to the exporter. Special attention has been devoted while presenting the subject matter in a lucid style so that it could be easily understood.

7. Strategic Marketing:
Strategic marketing is concerned with the choice of market to serve, competition to be tackled, market entry strategies and related issues. Basically, it is environmental turbulence that is responsible for the development of strategic marketing.

Strategic Marketing has been playing a key role in sharing and disseminating experience, knowledge and information in the field of Strategic Management and other related aspects of marketing and advertising.

Implied in this view of strategic marketing is the requirement to develop a strategy to cope with competitors, identify market opportunities, develop and commercialise new products and services, allocate resources among marketing activities and design an appropriate organisational structure to ensure that the desired performance is achieved. In the present competitive business environment, organisations that develop and implement effective marketing strategies can create more value for their customers. An effective marketing strategy provides direction, improves the brand image, helps in developing the right goals and enhances the overall performance of an organisation. For developing effective marketing strategies, the organisation has to first decide the customer segments it wants to serve, the customer needs it wants to fulfill and establish the price that the customers are willing to pay for its products and services.

Strategic marketing management is all about helping the organisation develop a unique identity in the market, grow its businesses geographically and serve the customers better than the competitors. Strategic marketing is a continuous process of developing marketing strategies taking into consideration the constantly evolving trends in the business environment and by giving utmost importance to customer satisfaction. It helps the organisation to achieve competitive advantage and sustain it over a longer period of time. One of the important objectives of the organisation is to strategically respond to the opportunities and threats in the business environment, which can be successfully achieved with the help of strategic marketing management. Businesses that succeed do so by creating and keeping
customers. They do this by providing better value for the customer than the competition.

8. International Marketing (BBM)

**International marketing (IM)** or **global marketing** refers to marketing carried out by companies overseas or across national borderlines. This strategy uses an extension of the techniques used in the home country of a firm. International marketing strategies are developed by various multinational companies on a global level in order to set a common brand platform for their products and brands. It is then passed on to each local or domestic market which makes adjustments for their country and manages its implementation. Such a structure ensures a global brand consistency, pricing and messaging. It also can have significant cost savings as major advertising and marketing campaigns can be developed centrally.

9. Business Ethics
The issue of the relationships between law and ethics is a long-standing one in the sphere of philosophy and law. Indeed there are evidences to show that there are convergences between law and ethics. From time immemorial, today’s society is also a testimony to attest to the fact that we as humans live in the complexities and pluralism of cultures, backgrounds, ethnicities, individual believes and perceptions of the environment in which we are domiciled.

Organizations, firms, interest groups and associations usually establish what they call codes of ethics. Sometimes, these codes are formally written in black and whites and in some cases, it’s meant to be understood by all members. This book deals with the concepts of LAW, Business Ethics & Business Communication, and also establishes the relationship amongst them.