

Thank you to everyone who continues to spread the word about this e-newsletter (our eleventh year of publishing!) by talking about it, forwarding it on to colleagues or recommending it to your collaborators.

For those who just signed on, "Borderbuster" is produced by author, speaker and educator Laurel Delaney -- herself a successful small business owner with more than 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 the blog to get your global dose for the month.

In our December issue, "Borderbuster" focuses on: how defense contractors are preparing for the challenges of foreign markets; why more than half of the world's \$141.7 billion in cross-border acquisitions in the past year took place in Europe; and how Adidas implemented cloud-based procurement software in a multinational environment. Our special feature this month is "Designing For Foreign Cultures," by Laurel Delaney (refer to No. 6).

Contact Laurel with 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 2012,
The Team at GlobeTrade.com

2. UPDATE FOR OUR READERS

- Laurel will speak at Columbia Community Business Program, The

Eugene Lang Entrepreneurship Center at Columbia Business School
(NY) Tuesday, February 19th from 12:30 p.m. – 4:30 p.m. Her topic is
"Transform Your Business From Local to Global."

<<http://www8.gsb.columbia.edu/entrepreneurship/home>>

- Laurel was nominated for Small Business 2012 Influencer
Champions. Thank you to everyone who voted!
<<http://tinyurl.com/cxbjnrl>>

- The Women Business Owners Conference in California March 23rd at
the Anaheim Marriott was a huge success. Laurel delivered a keynote
presentation on "Using Social Media to GROW Your Business Globally."
For those who missed the event, learn more here:
<<http://www.wboconference.com/program.asp>>

- Catch Laurel's global small business columns for Crain's Chicago
Business. Visit the site and be sure to read her latest work:

The Internet is a Global Entrepreneur's Best Friend

<<http://tinyurl.com/3jh7dkb>>

Is Chicago a Role Model for Entrepreneurship?

<<http://tinyurl.com/484qn9a>>

A Starter Kit for Illinois Businesses Looking to Export

<<http://tinyurl.com/3kk5xca>>

Top 10 Going-Global Websites

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

How to Create - And Act On - An Export Business Plan

<<http://tinyurl.com/433nywj>>

Reaching Across Borders for Social Improvement

<<http://tinyurl.com/3qu79yr>>

- Laurel is About.com's Import and Export Expert Guide. Visit the site
and sign up for Laurel's newsletter and forum:
<<http://importexport.about.com/>>

- Take a break and visit Laurel's NEW website to discover the human
side of her enterprise:
<<http://www.laureldelaney.com>>

- Find Laurel on photo-sharing Instagram (<http://instagr.am/>). Download the free app for your iPhone.
- 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>>
- Read "Everything You Need to Know About Cloud Computing" – a hot topic for SMBs:
<<http://tinyurl.com/2vlbk3t>>
- Read Laurel's article, powered by Verio, on how SMBs can grow their business and capitalize on the rebounding economy:
<<http://tinyurl.com/yb52z9p>>

Remember that the world offers magic to all of us.

Laurel and the GlobeTrade Team

3. DEFENSE CONTRACTORS SHOULD PREPARE FOR THE CHALLENGES OF FOREIGN MARKETS

Subscriber Exclusive

Whereas the Defense Department is expected to cut back on purchases of new weapons, nations such as China, India, Brazil, South Korea and Australia are increasing spending on defense equipment.

Read the article at National Defense:

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

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

Subscriber Exclusive

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

This month's focus: Dubai (United Arab Emirates)

Greetings: Dubai is home and host to visitors from around the world and is a melting pot of cultures, but the Arabic greeting 'al-salaam alaykum' (peace be with you) - (the reply will be 'wa alaykum e-salaam'/peace upon you) is always welcome and is a great icebreaker.

Never offer your hand to an Arab woman unless she offers hers first. Upon entering an Arab home, it's customary to remove your shoes. Make sure your socks are clean."

Clothing: Dubai's dress code is liberal, but dress modestly out of respect and save the beachwear for the beach.

Ceremony: Emiratis are open-minded, tolerant, and hospitable. Integral to that hospitality is the coffee ceremony. Always accept the tiny cup in your right hand—it's polite to drink at least three—and after finishing, gently shake the cup side to side; this is a signal that you've finished.

Manners: At meal times, your Arab hosts will be generous with portions, so forget calorie counting! Be prepared to sit in the traditional manner (on the floor); women should wear a long skirt. Try not to sit so that the soles of your feet are presented to another person; it's impolite. Food is eaten with the right hand but you may use your left to drink.

Smoking: If in Dubai during Ramadan, the holy month of fasting, remember not to smoke, eat, or drink in public from sunrise to sunset. Kids are an exception and can discreetly drink and eat as usual. Hotels keep eateries open for non-Muslims, as do some malls; your concierge can advise you.

Source: "National Geographic: Cultural Tips"
<<http://tinyurl.com/by9kkks>>

BUSINESS TIP(S) OF THE MONTH ... WOMEN WITHOUT BORDERS

Women without Borders invests in women from all over the world as they strive toward inclusion and participation in all levels of the decision-making process. The nonprofit organization helps them bring their talents and energies into the public arena.

Check Women Without Borders out here:
<http://www.women-without-borders.org>

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the people. A little secret: By juxtaposing the same color combinations in different arrangements, consumers can see what might appear to be different combinations but are in fact just different arrangements of the same combinations. Certain color combinations can suggest a consistency in meaning that can transcend boundaries.

3. Individual color choices differ from country to country. Whereas combining and arranging colors may not matter so long as you don't offend, selecting a single color does matter from country to country, especially depending upon how the color will be used. For example:

- In China, white would not be an appropriate color for a wedding. It is the color of mourning. If a bride chooses a white wedding gown, her parents would probably not allow her to get married.
- In India, even in Christian weddings, most brides wear white but it is usually relieved by at least a touch of another color. If a married woman wears unrelieved white in India, she is inviting widowhood and ...

Read the rest of the article on the About.com Import and Export Guide site:

<<http://tinyurl.com/dy35rjp>>

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7. A READER ASKS: Q&A

Subscriber Exclusive

Q: To Ask The Expert,

Do you know of any company that has turned down a sale because they couldn't ship overseas?

A: From Laurel and the GlobeTrade team,

Of course! That's the prudent thing to do when you don't know what you are doing. I covered your exact same question in an interview with GrowBiz Media.

Read it here:

<<http://tinyurl.com/cw6vswg>>

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

8. EVERYBODY LOVES A FREEBIE: FREE E-BOOK

Download Laurel's latest free e-book: "Entrepreneurial Obsession: 13 ways to create a brighter future for your business."

Go for it here:

<<http://tinyurl.com/28zofoh>>

9. INTERNATIONAL BEAT

Subscriber Exclusive

More than half of the world's \$141.7 billion in cross-border acquisitions in the past year took place in Europe, according to Real Capital Analytics.

Read more here at Commercial Investment Real Estate:

<<http://tinyurl.com/cnoswj3>>

10. ADIDAS HEADS TO THE CLOUD TO CONTROL IT SPENDING

Subscriber Exclusive

The sporting goods unit in Latin America implemented cloud-based procurement software in a multinational environment. It wasn't easy.

Read more at CIO:

<<http://tinyurl.com/cgjj2m3>>

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

Subscriber Exclusive

We follow UberSocial. It ranks 40th on Twitaholic.com, boasts 8,776,385 followers. Find out more here:

<<https://twitter.com/UberSoc>>

UberSocial website:

<<http://ubersocial.com/>>

Follow The Most Influential Small Business Twitter List (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: Women Entrepreneurs GROW Global (WEGG)

Revisit our sister blog, Women Entrepreneurs GROW Global (WEGG) and see how it brings global opportunity to women-owned businesses worldwide.

Learn more here:

<<http://womenentrepreneursgrowglobal.org/>>

13. LAUREL'S 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!]

- BusinessWeek (2/2/12): As quoted in John Tozzi's "Small Business Exports Edge Up:"
<<http://tinyurl.com/78okuc7>>
- American Express OPEN Forum (1/4/12): As quoted in Jane Applegate's "New Orleans Flip Flop Maker Heads to China:"
<<http://tinyurl.com/76ckjyn>>
- Business News Daily (12/29/11): As quoted in David Mielach's "Going Global May Be Key To Future Success For Small Businesses:"
<<http://tinyurl.com/85qztp9>>
- The Global Small Business Depot: Visit our store, The Global Small Business Depot (<http://tinyurl.com/ycexhs3>), and buy yourself something cool that inspires you to take your business global. Purchase in volume (receive a discount) for a whole group of folks who plan to attend a global small business conference! See our latest creations – from stamps to shirts!

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

A. PLACES TO VISIT, CONNECT AND GET IDEAS:

- <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! Watch for more good things to come (see the latest here:
<<http://tinyurl.com/yecgs08>>)
- <http://borderbuster.blogspot.com> -- The Global Small Business Blog
- <http://www.womenentrepreneursGROWglobal.org/> -- Women Entrepreneurs GROW Global
- <http://www.laureldelaney.com> -- check it out and let us know what you think!
- <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!"
- <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 for learning how to go global:
<<http://tinyurl.com/y5vr474>>
 - Explore Scribd and see why more than 260,000 people read our work. Learn something new about going global:
<<http://www.scribd.com/Laurel%20Delaney>>
 - 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 Resources/Articles section, or access it here: <http://tinyurl.com/27ywo9h>
 - 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!).
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That's it for December – may the spirit of the holiday season bring you peace, hope and long lasting love. A special thanks to Bob Marovich, author, grant writer and gospel music historian, for his editing assistance. He can be reached at bob@gospelmemoies.com (<mailto:bob@gospelmemoies.com>) or visit his blog, The Black Gospel Blog, at <<http://www.theblackgospelblog.com>>.

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