A PROMISING OFFER IS ONLY THE BEGINNING

The real test is whether the deal can be verified, financed, and carried through.

Robert H. “Bob” Fox began importing products at age 16. His work has taken him from consumer goods for retail customers to subcontracting on U.S. government military and defense contracts. In this practical guide, Fox explores the decisions behind international trade: understanding products, assessing markets, checking counterparties, calculating costs, negotiating clear terms, arranging payment, and coordinating shipments and documents.

INSIDE THIS GUIDE

- Research a market and define a commodity specification.
- Vet counterparties and distinguish trust from verification.
- Calculate full costs, working capital, and downside risk.
- Understand contracts, Incoterms®, and trade-payment structures.
- Coordinate shipping, documents, insurance, and customs.
- Recognize fraud and build a disciplined trading operation.

For aspiring traders, importers, exporters, and entrepreneurs, this is a grounded starting point for understanding how cross-border deals work—and what to consider before saying yes.

FROM BROKE TO BILLIONAIRE • ROBERT H. FOX

