

## Chapter 4 Global Opportunities

### Section 4.2 Ways to Enter the Global Market

#### SECTION 4.2 After You Read Answer Key

##### Self-Check

1. The interpreter will translate the other person's language into English for you. That is why it is best to be represented by someone you know and trust.
2. Exporting means selling and shipping goods to another country, while importing is buying products from other countries to resell in your own country.
3. Answers should include four of the following: Before going global, you should consider whether you have solutions to a particular country's real needs, new ideas or innovations, a market for the product or service, the ability to handle risk and frustration, and good contacts.

##### Think

4. Answers will vary depending on the particular countries chosen, but should incorporate cultural information used to assess the market.

##### Mathematics

5.  $0.1 \div 100 = 0.001$ ;  $\$137 \text{ million} \div 0.001 = \$137 \text{ billion}$  of U.S. goods imported to Mexico.