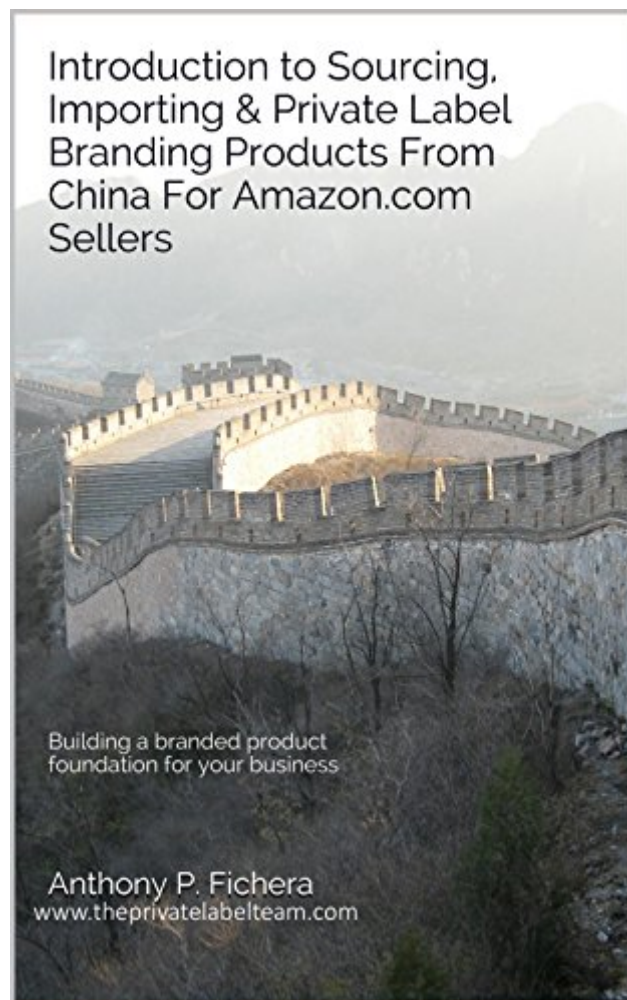


The book was found

# Introduction To Sourcing, Importing & Private Label Branding Products From China For .com Sellers: Building A Branded Product Foundation For Your ... To Sourcing From China Book 1)





## Synopsis

Merchants that want profitable growth need to make decisions on how, what and where goods will be sourced. Our experience has proven that you can learn the processes and execute the steps to implement a sourcing, importing and branding strategy. Using the right approach and informational tools, you will open the door to options that will set you apart and put you ahead of the millions of other sellers. There is not a single element that will have a more positive impact as a merchant than implementing a plan to evaluate, source and private label your own brands from China. Learning and developing the skills to have reliable sources of products that you control from beginning to end and can purchase ongoing is invaluable.

## Book Information

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## Customer Reviews

This is a brief but comprehensive overview of the author's system for finding and importing items from China to sell under your own private label. It's a business strategy I personally have considered for my business. I appreciated the attention paid to topics such as how to ship, intellectual property and trademark considerations, because I've worried about logistics and

legalities. This isn't a how-to guide, but it does raise your awareness of factors to consider if you're thinking of importing from China.

If you have always thought about importing products from China, then buy this book. This book is an absolute must for anyone interested branding their own products for sale here in the U.S. The author Anthony Fichera has been importing and private labeling products for years. He has first hand knowledge on the pros and cons of doing business with China. He gives a blueprint for how to source products and talk with suppliers. The author takes it further by explaining that research has to be done on intellectual property. This is something that the so called "gurus" never talk about. This book will save you time and money from costly mistakes. I highly recommend this book.

This is a great book on the ins and outs of sourcing and importing. I learned a lot while reading it and I will keep it handy as a business reference. I highly encourage any one who is thinking about importing to read this book before getting started.

You can tell Anthony knows what he's talking about. He offers sound advice that one could only garner from years of experience. An interesting read for sellers interested in learning more about sourcing from China.

Excellent material!

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