

A different kind of present

Doing some last-minute shopping to find the perfect gift for that special someone in your life? If she or he is an avid reader, you'll probably head to a bookstore or check online services such as Amazon.com and Barnesandnobles.com. But log on to www.iccbooksusa.com if you're shopping online for the International Chamber of Commerce bestseller "Parallel State and Arbitral Procedures in International Arbitration."

"I know it would make my Christmas," joked Paul Cronin, vice president and chief financial officer of the U.S. Council for International Business, which assumed management responsibility for ICC Books USA in October.

Other ICC bestsellers listed on the Web site include "The Guide to Export-Import Basics," "Fighting Corruption" and "Incoterms for Americans," as well as books with such captivating titles as "Unpublished Opinions of the ICC Banking Commission 1995-2004."

Customers who order in-stock books and choose express shipping should receive their order prior to Christmas, if they place the order by Dec. 21, Cronin said.

But if you're too late for that, some titles such as "Incoterms 2000" are available in eBook format. (Incoterms is short for International Commercial Terms.) Other eBooks include "ICC Short Form Model Contracts" and "ICC Uniform Rules for Demand Guarantees."

The ICC list covers topics ranging from international banking, including documentary credits and collections, to commercial law, arbitration, model commercial contracts, advertising and environmental matters. Other topics include counterfeiting and other types of fraud.

"We are delighted to be able to serve ICC's existing readers, and we look forward to extending ICC's many fine business publications to a broader readership, with

ICC "bestsellers" may be just the right gift

By William Armbruster

the goal of promoting global trade," said Peter M. Robinson, president of the New York-based council, the chamber's U.S. affiliate.

"We foresee growing interest in many ICC titles among existing customers, (council) members and users of our various trade services, such as the ATA Carnet. And we intend to bring

the interests of U.S. readers to the forefront in the development of even more exciting ICC publications," he added.

Carnets provide temporary duty-free treatment for the shipment of various types of goods, including samples, display items used at international trade fairs and musical instruments used by symphony orchestras and rock bands when they're giving overseas concerts.

The Paris-based ICC has more than 8,000 member companies in over 140 countries. In addition to serving as the voice of world business in the United Nations and with national governments, the chamber develops widely used rules for various aspects of international trade, finance, contracts, marketing and advertising and many other areas.

The chamber's products are based on the work of ICC commissions, institutions, and individual international experts. The publications and eBooks are directed towards international business professionals, including exporters, importers, bankers, attorneys and corporate executives, as well as customs brokers, freight forwarders and legal librarians. But the customer base has grown to include colleges, universities and trade institutions that now regularly incorporate ICC products in their curriculums, the Web site stated. The ICC said it has enhanced its list by adding select publications of other publishers in the international arena.

Besides going online, customers can purchase ICC books by calling (212) 703-5066, sending a fax to (212) 944-0012 or writing to ICC Books, 1212 Avenue of the


Americas, 18th Floor, New York, N.Y., 10036

Some ICC books also are provided through the more popular online services. A quick search revealed that the “Guide to Export-Import Basics” is available through Amazon.com at \$65 a pop for new copies, the same price charged by iccbooksusa.com. Used copies were being sold for \$54.45 and up on Amazon.com, one of about 300 companies belonging to the council. The book was not listed on barnesandnoble.com.

Cronin said the mass marketers used to get a significant discount when they purchased books from ICC Books USA. The council reduced the discount significantly after it took over the marketing and distribution of ICC books from ICC Publishing Inc., the international chamber’s publishing arm. “It looks like pricing is coming back into line now,” Cronin said. Members of the council receive a 10 percent discount.

The standard method of shipping is USPS Ground Service, but express options are available via Federal Express Overnight, USPS Next Day Air and USPS Second Day Air, according to iccbooksusa.com.

If you order on time, they should be able to deliver that special gift even before Santa makes his rounds. ❄️



ICC Uniform Customs
and Practice for
Documentary Credits
and Supplement for
Electronic Presentation
Version 1.0

ICC
The world business organization