impact, it is important to trace the development of Judaism, Christianity, and Islam, and review the relationships between them. While each belief system is unique, there are many similarities due to their common beginnings.

The philosophies and traditions of Judaism, Christianity, and Islam most prominently begin with the founder of the Hebrews known as Abraham ca 1800 B.C.E. Historically, these teachings were also subscribed by nomadic tribes, which settled in present day Palestine, near Mt. Sinai. The people of these tribes did not label themselves as Hebrews, and referred to God as the god of Abraham.

This came about as God promised Abraham a son, and in the course of the events doubting that is old wife could give him a son, he had Ishmael with his maid, Hagar, and then later God's prophecy would be fulfilled with the birth of Isaac, by his wife Sarha. Due to their belief system, the tribe proliferated the idea that Isaac and his descendants were chosen by God to carry forward Abraham's holy lineage. Isaac was the forefather of what was to become the 12 tribes of Israel, while Ishmael and his descendents were to constitute a different Semitic tribe and follow Arabic traditions. (Islam composed of the Main Sunni based reform. While Shia's were another tribe of Ali who formed later on.)

MARKETING:

For most entrepreneurs, building and maintaining a local customer base is one of the first steps on the road to success. Once they have achieved this goal, some business owners feel they're ready to take on the next step: expanding internationally.

Becoming a global company is an impressive feat, and not every business that sets out to do it accomplishes the goal. To successfully convert your business from domestic to international, you'll need to consider a new set of factors that might not necessarily affect a local-only company. International business experts shared their insights on what it takes to break down your company's national borders and run a multi-country operation.

Are you ready to go global?
Creating a strong international presence is rarely as simple as telling your customers you ship overseas and then waiting for the sales to roll in. There are numerous things to think about when selling and marketing in another country, and these factors must be considered carefully. Ask yourself the following questions to determine whether your business is really ready to expand.

**Have I ensured that a customer base exists in the country or countries I want to enter?** A product that sells well in your home country may not necessarily have the same appeal elsewhere, so it's crucial to invest time and energy into researching potential foreign markets.

"First, make sure your customers exist," said Joseph Paris, Jr., chairman of business consulting firm and founder of the Operational Excellence Society. "Is there a need for your offering? Are they inclined to purchase? Don't think that they might — know that they will."