**How Exporters Grow**

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**Abstract:**

We use customs microdata to distinguish between competing models of demand and customer base. We purge supply-side variation from the data by comparing quantities and prices across markets within a ﬁrm. Higher quantities on entry forecast survival in an export market, but survival is unrelated to initial prices. Conditioning on survival, there is economically and statistically signiﬁcant growth of quantities within a ﬁrm-market, but no dynamics of prices. These facts are consistent with a model of the demand side of ﬁrm growth where entrants to a market learn about idiosyncratic demand through quantities, generating selective exit, while survivors grow by accumulating customer base through marketing and advertising. They present a challenge to models where ﬁrms learn about idiosyncratic demand through prices, and to models where current demand depends on lagged sales.