

**AMERICAN METHODS IN
FOREIGN
TRADE, A GUIDE TO
EXPORT SELLING POLICY**

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American methods in foreign trade, a guide to export selling policy by George C. Vedder

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TO THE
AMERICAN BUSINESS EXECUTIVE

TRUE TO HIS HERITAGE OF IDEALISM
CONFIDENT OF THE EVENTUAL TRIUMPH
OF CORRECT PRINCIPLES

ENTHUSIASTIC, HARD-WORKING AND FAIR-PLAYING
THIS BOOK IS DEDICATED

PREFACE

AMERICAN manufacturers are not the best exporters in the world, but the best exporters in the world are American manufacturers. In the United States are to be found the most efficient world traders in steel, heavy machinery, office specialties, typewriters, cash registers, talking machines, automobiles, shoes, hosiery, hardware, cameras and scores of other articles. Some of them have not as yet the largest overseas trade in their line, but their skill will eventually make them leaders in this respect also.

Volume of sales, however, is not an all-important consideration for it takes care of itself in due time if methods are sound and constructive and possess continuity. The statement that the United States has the best exporters of scores of lines means that we have the men who have shown preeminent ability in building up a profitable foreign demand for these goods, on the solid foundation of that due regard for the rights and welfare of the distributor and consumer from which springs good will, the only real guarantee of future profit and growth.

Our weakness in the foreign trade field is therefore not that we do not know how to export, but rather that, as yet, good American exporters are