The exporter's handbook and glossary

Dudeney Frank M
THE EXPORTER'S HANDBOOK AND GLOSSARY

BY

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WITH A FOREWORD BY

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FOREWORD

The greatest war the world has ever known, through which we are passing as this volume is preparing for the press, has taught us in England many things and many lessons. Not the least of these has been the complete awakening to our commercial imperfections, the knowledge of our utter lack of scientific organisation in prosecuting our huge export trade in overseas markets, and the complacency with which we have allowed much of it where we were formerly supreme to fall to the share of competing countries whose systems and methods have unquestionably been far in advance of our own. We have been woefully indifferent, haphazard and slipshod, and in the main have been content with the enormous volume of trade we transacted with comparative ease in Colonial and foreign markets because the known prestige of British-made goods throughout the world has always found ready—perhaps too ready—customers for them.

Not only will every nerve have to be strained after this devastating war is over to regain the trade we have lost, and to maintain it at its former level, but it must be vastly increased according as our manufacturers and merchants show effort and determination to do so. To help to an intelligent understanding of how this can be accomplished, and the steps that must be taken, the Exporter's Handbook should prove of inestimable value. Having been privileged to peruse the proofs, I unhesitatingly affirm—and I speak with a life-long experience of export matters—that it is singularly instructive and informative, and there is not a single branch of the export trade which the author has not treated with commendable thoroughness and extreme accuracy. Indeed, for the manufacturer and the
merchant it should become the standard work on its subject. Only one who has had an intimate acquaintance with, and made a careful study of the export trade, could have penned a work of such vital import to the shipping world. Even a cursory glance at the contents reveals the author as an expert of exceptional merit with great lucidity of expression, but a closer perusal proves that he possesses the additional gift of concisely stating facts. In short, eschewing theory, he instructs as to what has to be done to carry on export trade successfully and how to do it, what pitfalls to avoid and what methods to adopt, and those who follow the counsel tendered will not materially err. As to the author’s fitness to instruct, it may not be out of place if I state that he is a writer of considerable distinction on subjects exclusively relating to the export trade, and many of his contributions have been reproduced in the publications of a large number of foreign and colonial governments. The Author has been a leading member of my own staff for the past fourteen years, and it is because I know that anything he writes is based upon supreme knowledge that I earnestly commend the following pages to the close attention of those for whom the handbook is primarily written.

W. EGLINGTON.

LONDON, 1916.
AUTHOR'S NOTE

This book is not a war publication, except by the accident of its issue during war-time. It was designed and partly written before the outbreak of hostilities, and I have purposely adhered to my original plan of making a handbook which shall be of permanent rather than passing usefulness to British exporters, particularly those manufacturers who may be turning to this branch of trade for the first time. The temptation has been great to point some of the commercial lessons of the war, but I have refrained. Nevertheless, as an exposition of the principles and methods of export business the book should prove a potent weapon in the hands of British manufacturers and merchants who are determined to gain and hold in the future a larger share of that great world trade which Germany, above all other nations, has sought in the past, and will probably seek still more keenly to appropriate when peace removes Great Britain's blockade. Export trade is vital to our financial stability while the war is in progress; it will be doubly so when international competition is resumed; therefore I feel that in issuing this volume now I may succeed in doing some small service of the moment, as well as in those future days when the business men of Great Britain are once more free fully to take up the work of consolidating and perpetuating the blood-won fruits of the war.

F. M. D.
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