

WORLD MARKETING

WORLD MARKETING

V[irgil] D[ewey] Collins



ARNO PRESS

**A New York Times Company
New York • 1978**

Editorial Supervision: JOSEPH CELLINI

Reprint Edition 1978 by Arno Press Inc.

Reprinted from a copy in the University of
Illinois Library

A CENTURY OF MARKETING

ISBN for complete set: 0-405-11156-8

See last pages of this volume for titles.

Manufactured in the United States of America

Library of Congress Cataloging in Publication Data

Collins, Virgil Dewey, 1898-
World marketing.

(A Century of marketing)

Reprint of the ed. published by Lippincott, Philadelphia.

Includes index.

1. Marketing. 2. Selling. 3. Commerce. I. Title. II. Series.

HF5415.C546 1978 658.8'4 78-271

ISBN 0-405-11186-X

WORLD MARKETING

*This is a volume in the
Arno Press collection*

A CENTURY OF MARKETING

Advisory Editor

Henry Assael

Associate Editor

Larry J. Rosenberg

Editorial Board

Robert Bartels

Ewald T. Grether

Stanley C. Hollander

William Lazer

*See last pages of this volume
for a complete list of titles.*

WORLD MARKETING



Sail and Ship American!

EXPRESS PASSENGER AND FREIGHT SERVICES

**TO: IRELAND, ENGLAND, FRANCE, GERMANY,
CUBA, PANAMA CANAL, CALIFORNIA, THE ORIENT,
AUSTRALIA, INDIA.**

Regular, frequent sailings of American flag liners to important points everywhere make the choice of an American ship for your freight carryings a wise one.

All ships are equipped with the very latest and finest facilities for the safe, efficient and economical handling of freight—perishable or otherwise. Equipment includes specialized holds, refrigerated space, stalls for carrying horses, “garages” for shipment of uncrated automobiles. Get in touch with your nearest freight agent. He'll supply you with complete information.

SERVICES INCLUDE:

New York to Cobh, Plymouth, Havre and Hamburg . . . New York to Liverpool . . . New York to London . . . Baltimore and Norfolk to London, Havre, Bremen and Hamburg . . . New York to Havana, Panama Canal, San Diego, Los Angeles and San Francisco . . . New York to Brisbane, Sydney, Melbourne and Adelaide (via Panama Canal) . . . New York to Karachi, Bombay, Colombo, Madras and Calcutta (via Suez Canal) . . . Portland and San Francisco to the Orient.

And, when you're traveling yourself, don't forget that these great American flag services offer exceptional value in passenger accommodations too. Modern ships, the utmost in comfort and luxury, at fares that will more than please you!

UNITED STATES LINES

AMERICAN MERCHANT LINES

AMERICAN PIONEER LINE

PANAMA PACIFIC LINE

BALTIMORE MAIL LINE

STATES STEAMSHIP COMPANY

International Mercantile Marine Co., No. 1 Broadway, 601 Fifth Ave., New York. Other offices in all principal cities. Agents everywhere.

WORLD MARKETING

A COMPLETE GUIDE TO
WORLD MARKET MERCHANDISING
AND SELLING
OF
THE NEW ERA

BY
V. D. COLLINS

*Associated throughout a
commercial lifetime with
the development of
World Markets*

*Author of
"Buying and Selling"*

WITH DIAGRAMS



PHILADELPHIA
J. B. LIPPINCOTT COMPANY
LONDON

**COPYRIGHT, 1935, BY
V. D. COLLINS**

**MADE IN THE
UNITED STATES OF
AMERICA**

TO

**THOSE IMMORTALS OF BUSINESS WHOSE VISION HAS NOT BEEN
IMPAIRED BY THE STRESS OF THE TIMES: WHO HAVE KEPT
THE FAITH IN THE FACE OF UNIVERSAL BEWILDERMENT**

**YOU ARE PLEDGED NEVER TO PERMIT PROGRESS TO
BECOME DECADENT AND LEAVE MAN'S BIRTHRIGHT**

FOREVER IMPOVERISHED

HUMANITY SALUTES YOU



THE PENNSYLVANIA RAILROAD



Serves Thirteen States
and

The District of Columbia

The Industrial Heart of America

Through the Ports
of

New York, Philadelphia, Baltimore & Norfolk
and with connections through Boston.

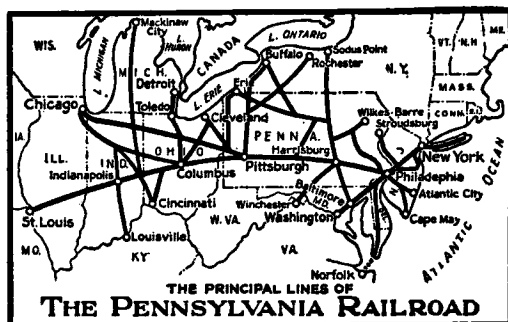
Through Export and Import Bills of Lading Issued

Freight Agents are located in all the
Principal Cities of Europe to
Facilitate Foreign Trade

Address Communications and Inquiries to
General European Office,
88, Leadenhall Street,
London, E.C.3, England

or

General Foreign Freight Department,
Broad Street Station,
Philadelphia, Pa.



FOREWORD

AN INTRODUCTION FOR CAPITAL TO RENEWED OPPORTUNITY FOR PROFIT

This popular treatise, providing instruction in a highly important phase of the world's business opportunity, has as its *raison d'être* a two-fold purpose.

Foremost is to awaken American enterprise to the urgent and immediate necessity for adequate development of the opportunity that the multi-billion dollar world market affords for increased sales and profits. Economic stress, that harsh but positive orderer of our destiny, is doing more to bring this aim to fruition than any reasoned exhortation could accomplish.

The second and corollary purpose is to lead the manufacturing or mercantile enterprise, be it large or small, in a clear, concise manner through the successive requisites which will insure an increasingly profitable business and permanency in the embracement of world markets under the new and complex conditions which have arisen out of the world depression. Realizing the great latitude existing with regard to the requirements of different types of endeavor, we can here be concerned only with the basic principles of merchandising in the world market which apply to all forms of business equally. To the world trader must of necessity be left the interpretation and application of these principles to his individual needs, although the steps to be taken have been so thoroughly outlined in detail as to leave no doubt as to the procedure or specific methods involved.

It may be that you are already engaged in world trade, or to the contrary that your efforts thus far have been confined to the exigencies of business at home. In either case this guide, friend, and philosopher for the world trader

provides an instruction of the greatest importance to your present and future commercial welfare.

If you are already engaged in world trade the probabilities are that you are among that majority group which could materially and profitably increase its existing foreign business through devotion of the same conscientious study and assimilation of the principles involved which has resulted in whatever measure of success you have attained in domestic pursuits. The information as to methods and markets contained herein comes as a result of a lifetime of intensive study and application of the principles under which an enduring and profitable world business may be built with reasonable effort. It has been specifically arranged to guide you in profitably increasing your present volume through the application of these principles in augmentation of your present efforts.

Perhaps you are among those who have not yet seen the wisdom of doing business where it is, and are daily finding your commercial existence in the increasingly ruthless competition of our domestic market more precarious and less profitable. To you this book will become the open sesame to new and substantial avenues of business and profit. Here are markets where the products of the genius of American enterprise are in growing demand; where numerous lines of merchandise find a ready and eager cash market; where competition is but a fraction of our mad domestic scramble. In short, a comparative Utopia wherein capital employed in mercantile pursuits may receive with maximum safety a fair return on its investment.

To American enterprise which must find increased business at a profit in order to assure the safety and earnings of capital already invested, and to unproductive and diminishing capital blocked from its normal pursuits at home by the stress of the times, a conscientious study of the opportunity afforded by the multi-billion dollar world market is imperative.

CONTENTS

PART I

ON ENTERING THE WORLD MARKET

Dealing with the vital research which is essential on the part of the world trader preparatory to profitable and permanent participation in the world market

I	THE REBORN SCIENCE OF WORLD TRADE	15
II	WHYS AND WHEREFORES OF WORLD TRADE	27
III	A PANORAMA OF THE WORLD MARKET	51
IV	YOUR WORLD-MARKET SALES EXPECTANCY	77

PART II

WORLD MARKET MERCHANDISING AND SELLING

Dealing with the principles and methods under which profitable *consumer accessibility* and *consumer consciousness* for your product may be achieved abroad

V	PAY-DIRT FUNDAMENTALS OF WORLD MARKETING	107
VI	VEHICLES OF FOREIGN CONSUMER ACCESSIBILITY	125
VII	THE BUSINESS OF SELLING ABROAD	145
VIII	THE SALES CREATION OF CONSUMER CONSCIOUSNESS	171
IX	PRESENTING YOUR WORLD-DEMAND TO BUY	187
X	PRICE: THE PROFIT TOOL OF ENTERPRISE	215
XI	SOLVING WORLD MARKETING PROBLEMS	239

PART III

THE MERCHANDISE GOES ABROAD

Dealing with the prosaic and everyday processes in the shipment of an export order:
Also providing the Tired Business Man with a stowaway passage to the far-distant Lands of Romance, Adventure, and Profit.

XII THE TECHNIQUE OF EXPORTING	267
XIII THE WORLD TRADER IN TRANSIT	299

PART I

ON ENTERING THE WORLD MARKET

Dealing with the vital research which is essential on the part of the world trader preparatory to profitable and permanent participation in the world market

