To: Dr. Elif Guler

From: David Peirce

Date: September 22, 2015

Subject: Proposal for a manual on how to benefit from international trade.

**Background:**

The problem is, as Americans we are never satisfied with what we have. More, is always preferred to less. But, soon less will be our only option. “A minority of the world’s population (17%) consume most of the world’s resources (80%)” (World Centric). The richest countries, including the United States, would like to sustain their consumption patterns, but to do so, without digressing will take the cooperation of all countries. Countries who internalize their trade are not consuming as much as they could by trading internationally. By opening up to international trade a country then has the ability to specialize in specific industries that have the lowest costs of production. This means the amount of money needed to acquire the resources necessary for production and to pay employees is less than it would be in a different industry. This is a comparative advantage (the gains from trade that come when specialization of industry is tailor toward the lowest cost of production).This theory on international trade will be the focus of the manual. There is a growing need for understanding international trade. Soon it will be our only means of sustaining our optimal level of consumption.

**Purpose:**

The objective of creating a manual is to educated those (individuals, businesses, or countries) on how to be more productive through specialization in their comparative advantage. Subsequently, the impact of the manual should help push pessimists towards accepting and employing international trade. In other words, the purpose of the manual is to spread awareness.

**Topics to Investigate:**

* Determine reason for opposing international trade as a means of seeking addition profits.
* Determine what economic trade systems were employed historically and the theories behind them.
* Survey my surrounding population for common misconceptions about international trade.
* Interviewing individuals on more specifics details derived from surveying.
* Search for general facts, misconceptions, and opinions about international trade, on the internet.
* Determine what characteristics of human behavior are behind decision making.
* Look at other manuals written on the subjects of international trade and the theory of comparative advantage for confusing material to avoid in constructing this manual.
* Determining how to simplify definitions so to avoid confusion.
* Seek expert’s opinions and knowledge on international trade.
* Identify a motivational appeal for the manual.

**Audience:**

 The primary audience for the manual is the adult population in general, for which the manual will provide knowledge and reason in support of international trade. The secondary audience are those whom are studying or employed in the field of economics, in which the manual will be used as a reference. The initial audience is Dr. Guler, professor of the technical writing class. Lastly the college of business and economics will act as the gatekeeper audience, in supervision of the information included in the manual.

**Methods:**

To piece together the entire problem, several steps will be necessary. Frist, by surveying a population, I can accumulate data for a wide range of opinions on the implications of international trade. Second. Using the data collected from surveying as a guide for interviews, this will allow for questions tailored to the most common issues for why individuals don’t support international trade. Third. After researching the populations available to me, I will turn to the internet for a more general consensus of opinions opposing international trade. Fourth. Compiling other manuals written on the topics of international trade and comparative advantage for reference to understand confusing material. Fifth. Drafting the manual then editing will lead to the sixth stage where the final manual will be tweaked for publication.

**Qualifications and Resources:**

I am an economics major with a minor in mathematics. Throughout my time here at Longwood University I have taken class in the field of economics that relate to the topic of this manual, including a class on international economics, in particular. My knowledge of economics combined with the resources available to me will adhere to the completion of the manual. Professors of the school of business and economics alongside, previously published reference manuals and guides are two resources I intent to employ.

**Work Schedule:**

Tasks Time Date

Interviewing, surveying, gathering data 2-3 days 9/25

Researching existing manuals 1-2 days 10/1

Compile data 1-2 days 10/6

Final product 3-5 days 10/19

**Call to Arms:**

The economy we have created is progressing at a pace, which soon will be unsustainable at our current rate of consumption. We all want more. And that is the fundamental misunderstanding facing our country today. Our wants are only arbitrary in the grand scheme of things. We may want more, but can we actually produce more? The answer is yes, we can produce more, but only if all the countries around the globe help in the process. The goal of this manual is to rally support for international trade. If the manual has its intended result, than we can continue our patterns of consumption. But, if we do nothing to promote international trade, we will soon digress back into poverty alongside the rest of the world. International trade benefits countries as well as those residing in its boundaries. This means individuals and businesses also benefit. If the economy begins to digress from lack of international trade than, all of these groups are at risk of economic loss, some more than others, thus, if we would like to benefit, we need to help other’s benefit first.