



The Neal Asbury Show

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National Trade Advocate and Author, John Manzella, Explains the Need to Create a Grassroots Effort to Eliminate Misperceptions about Free Trade



Appearing on the Neal Asbury Show on WZAB-AM, John Manzella, a strategic communications consultant and global analyst, as well as a world-recognized author and speaker on international trade and policy, explained that misperceptions about free trade are harming American exporters, and that it's time to establish a grassroots effort to change public and government opinion.

"The majority of people in this country, including those in Congress, would greatly benefit from a lesson in 'Free Trade 101.' This would overcome long-held perceptions that free trade equals job loss. To the surprise

of many, quite the opposite is true. Exports create jobs, particularly among small and medium-size companies that account for 97 percent of all American exporters," he said. "It's time for trade proponents to get this story out and borrow the play book from trade unions who effectively use emotion and grassroots efforts to sell their positions. Once Americans recognize that opening up new markets to U.S. exports will create jobs and pour millions of dollars back into the economy, we might be able to give trade the prominence it deserves in our economy," he added.

Manzella said that trade has gotten a bad rap because media coverage has propagated the myth that aspects of trade, including imports and outsourcing, kill jobs. The story that's not being told, he noted, is that the jobs lost are primarily lower technology jobs that create less and less value. The type of jobs and growth we want, he said, are generated from American leadership in innovation, technology and entrepreneurship. This leads to higher tech, higher skilled jobs that pay more than the average wage and give America a competitive edge over our competitors.

"Congress needs to wake up and stop relying on protectionist voices that portray a one-sided and inaccurate view of free trade. Additionally, we can't continue to rack up ever-growing trade deficits, especially with China. Through new free trade agreements, we need to open more foreign markets. American workers can compete and win anywhere in the world when competitors play by accepted international rules," Manzella concluded.

John Manzella is president of Manzella Trade Communications (www.ManzellaTrade.com), a leading consultancy that combines strategic communications services with global analysis to help companies and organizations make better decisions and shape opinions. John also is an author of several books, including his most recent entitled *Grasping Globalization: Its Impact And Your Corporate Response*.

The Neal Asbury Show tackles key trade issues every Thursday from 11:00 AM until Noon WZAB-AM 880. The show is streamed live on line at WWW.880THEBIZ.COM, which is affiliated with Bloomberg Radio and CNBC.



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