

# Biggest trade barrier: language, insight

By R. Stephen Nicholson  
Chancellor,  
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**I**NTERNATIONAL markets are far larger than our domestic market. America and Oakland County must learn how to participate in these opportunities of growth.

Pan American Airways was recently able to find only two U.S. citizens who qualified for almost 100 positions in their international operations. It is a sad state of affairs when U.S. companies are unable to find U.S. citizens to fill their jobs.

Oakland Community College is aware that air travel has transformed our airports into port cities with direct access to all the world. Products are now shipped directly to markets in a few hours. But even though we have erased the barriers of distance, we still confront a foreign trade balance that pours U.S. money into foreign corporations, while our products remain in warehouses or on the shelf.

MUCH ATTENTION is being given to reducing trade barriers so we may compete on an equal footing. Our corporations have products that are competitive and superior to



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those in the international markets.

Why, then, are we so often at a significant disadvantage in this sphere of international relationships?

Marketing is as essential as manufacturing if we are to compete both at home and abroad. In the absence of a monopoly, we must convince others that our products have the benefits they seek at a cost they can afford.

International marketing is a skill that can be learned, but comparatively few individuals or corporations have these skills in our middle-American states.

OCC is uniquely positioned and qualified to provide the basic skills of international trade:

• Language is a formidable barrier to trade, to sales, and to the so-

cial side of marketing, which is so important if one is to be successful. Companies that receive inquiries in foreign languages are often frustrated, fail to follow up sincere requests for help, and so forfeit future sales. Small introductory language sessions, as well as more traditional classroom experiences, may be arranged through the college in this field.

• Cultural insight and understanding are foundations for relationships that result in successful sales. These are cultural tools that must be mastered in order to enable one to market internationally

through classes in such fields as history, philosophy and sociology.

• Instruction in basic import-export procedures can be taught if the college understands your needs. After the sale is made, the goods must be delivered if more orders are expected.

• Much of international business grows out of trade-oriented exchange groups. These organizations provide an arena for both sides to meet, explore and discover areas of mutual need, and where products may be sold to meet these needs.

Individuals who wish to make a

career of international marketing will find work study opportunities, exchanges and internships through the college. These will lead to the combined language, cultural and business skills that open excellent jobs for trained persons.

OAKLAND COMMUNITY College is attuning itself to the needs of Oakland County and the nation by developing a multifaceted international education program for individuals, for small businesses, and for corporations that seek the skills to eliminate the barriers that shut them out of international competition.

## 17 OU faculty are given research grants

Seventeen Oakland University faculty have won fellowship awards of \$4,200 each for 1986-87.

Winners are required to spend at least 15 weeks of full-time work on the respective research projects. Funds are set aside from the university's operating budget.

Winners, academic areas, home towns and topics are:

• Frank Butterworth, biological sciences, Rochester, "Role of the Basement Membrane in Protein Uptake." This research will involve studying the mechanism of filtration by a novel basement membrane in an insect to gain a better understanding of basement membrane function in humans.

• Thaddeus A. Grodzien, biological sciences, Rochester, "Genetic Structure of Inular Snake Populations on the Beaver Islands, Northeastern Lake Michigan." This is a comparative study of genetic variation within garter and water snake communities to test specific predictions of evolutionary theory.

• Paul Ketchum, biological sciences, Rochester, "Characterization of Nitrate Reductases from Xanthomonas maltophilia." This is a study of how nitrogen, an essential nutrient for all life, is metabolized by bacteria. The physiological experiments will focus on the enzymes involved in nitrate metabolism.

• J. Christopher Maloney, philosophy, Birmingham, "The Frame Problem." This work will involve a systematic analysis of the arguments of certain philosophers in an attempt to determine whether the program of cognitive science is subject to selected philosophical objections.

• Kathleen Healy Moore, chemistry, Detroit, "Cardiac Uptake and Metabolism of Valproic Acid." • Asha Nag, biological sciences, Rochester, "Regulatory Factors for Expression of Myosin Isoforms in Adult Cardiac Muscle Cells in Culture." Adult cardiac muscle cells in culture acquire characteristics of embryonic cells. The focus will be to investigate whether this transformation of adult cells into embryonic ones is reversible.

• Paul Pappalardo, chemistry, Livonia, "A New Strategy for the Synthesis of Adenosine Analogs." The purpose of this research project is to make, via organic chemistry, multigram quantities of five structurally similar drugs for future biological evaluation.

• Alan Reinstein, business administration, Southfield, "An Analysis of How the Profession and the Courts View Generally Accepted Accounting Principles." This comparison of how the accounting profession and the courts define generally accepted accounting principles will examine the conflict between ethical formulations and the law.

• Helen Schwartz, English, Rochester, "Computer Aids in Writing." This work involves evaluating computer aids being used in the writing process and those under development.

• Robert Schwartz, SHES, Union Lake, "Learning to Learn Vocabulary: Instruction in the Concept of Definition."

• John Stevenson, health sciences, Pontiac, "A Psychobiological Investigation of High School Runners."

• Taraviva Subramaniam, mathematics, Auburn Hills, "Rice Curvature and Yang-Mills Extensions." • S. Bernard Thomas, history, Troy, "Full-Length Biography of Edgar Snow (1906-1972), the Noted and Influential American Journalist-Author on China."

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