

# Why Lou Dobbs Is Winning - Problems with Current Approach to Free Trade

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## SUMMARY

Why trade advocates need to change both what they argue and how they argue on trade to communicate more effectively with the American public on the benefits of trade.

*Why Lou Dobbs is Winning* analyzes the origins of the burgeoning anti-trade sentiment in the United States. It examines the growth of neopolpulism and protectionism in progress politics, and it lays out three main reasons why advocates of free trade are failing:

- A failure of vision
- Values trump data
- An anxious middle-class

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