

Adapting to 'America First' in a Shifting Trade Landscape

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Ngosong Fonkem's article, "Adapting to 'America First' in a shifting trade landscape," was featured in the July 2025 issue of *Insight on Business*. Included in a collection of trade articles from six Wisconsin authors, Ngosong discusses how the Trump administration's approach to international trade with China impacts U.S. companies.

He states, "The trade war between the U.S. and China has reshaped the way U.S. companies must operate on the global stage. While the challenges are substantial, so too are the opportunities for those who act decisively."

You can read the full article on the *Insight on Business* website.

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