

Trade Crash: A Primer on Surviving and Thriving in Pandemics & Global Trade Disruption

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In Ngosong Fonkem's book "Trade Crash" he and his co-author examine the risks to the U.S. and global economy from the Administration's new approach to trade and the devastating Coronavirus Pandemic. They also address how businesses and industry representatives can anticipate, deal with and hopefully thrive from newly increased trade diversion. The book includes discussions of tools and negotiating techniques designed to help alleviate the business risks from this new world of trade diversion. They discuss how this is likely to affect the November 2020 elections and the country in 2021. The book concludes with an explanation as to why a global trade crash can be expected in the last half of 2021.

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