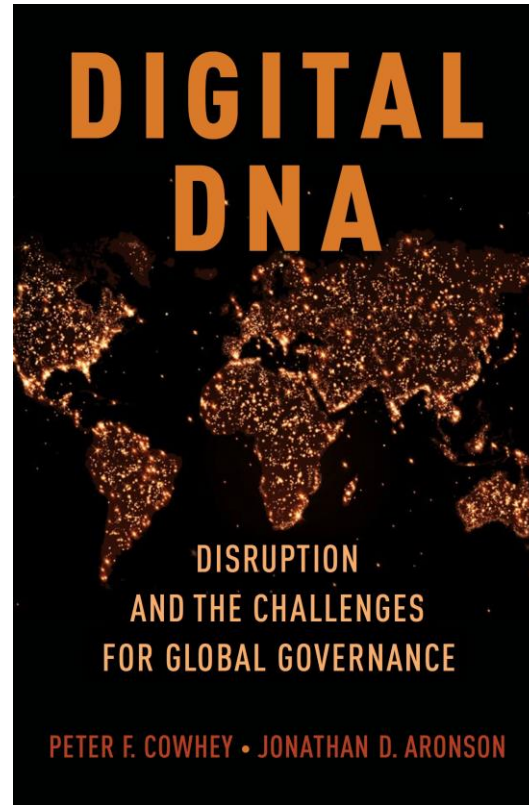


Professor Jonathan D. Aronson

Communication & International Relations
University of Southern California

aronson@usc.edu

Forthcoming This Summer



Digital DNA: 5 Key Points

1. Digital technologies (“digital DNA”) are unleashing dazzling changes in the information, communication, and production capabilities that are transforming how the world works.

Digital DNA: Key Points

2. This information and production disruption (IPD) is rapidly altering the dynamics of firms, how markets perform, and the potential for economic growth and social prosperity.

Digital DNA

3. Sustaining industries close to the heart of the Trump economic agenda, such as autos and other heavy manufacturing markets, depends heavily on how the information and production disruption evolves on a global scale.

Digital DNA

4. Managing three interlinked issues -- cloud computing, cybersecurity, and privacy – are critical to a robust future but are largely absent from existing international agreements. Strategies for incorporating them are suggested.

Don't Reinvent the Wheel

Many of the Elements Needed to Move Negotiations Forward are Known and Can be Modified to Create Agreements

1. Trade in Services – 1980s
2. Telecom Reform – GATS 1997
3. TPP (and TTIP and TiSA)

“Ripeness”

Prepare for a moment that is “riper” for negotiating and reaching an agreement. Begin to assemble appropriated MSO coalitions. But, don’t wait for full information or the perfect moment that will never come.