

Trade Links

The World Trade Organization is undergoing an existential crisis. Trade links the world not only through the flow of international commerce in goods, services, and ideas, but also through its economic, environmental, and social impacts. Trade links are supported by a WTO trading system founded on rules established in the twentieth century that do not account for all the modern changes in the global economy. James Bacchus, a founder of the WTO, posits that this global organization can survive and continue to succeed only if the trade links among WTO members are revitalized and reimagined. He explains how to bring the WTO into the twenty-first century, exploring the ways it can be utilized to combat future pandemics and climate change and advance sustainable development, all while continuing to foster free trade. This book is among the first to explain comprehensively the new trade rules needed for our new world.

JAMES BACCHUS is Distinguished University Professor of Global Affairs and Director of the Center for Global Economic and Environmental Opportunity at the University of Central Florida. While a member of the Congress of the United States, he helped create the World Trade Organization. He was a founding judge and the chief judge for the WTO during its first decade. Among his previous books is *The Willing World: Shaping and Sharing a Sustainable Global Prosperity*, published by Cambridge University Press in 2018 and named by the *Financial Times* as one of the “Best Books of the Year.”

Trade Links

New Rules for a New World

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For my mother,
who taught me to read and took me to the Maitland Public Library.

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