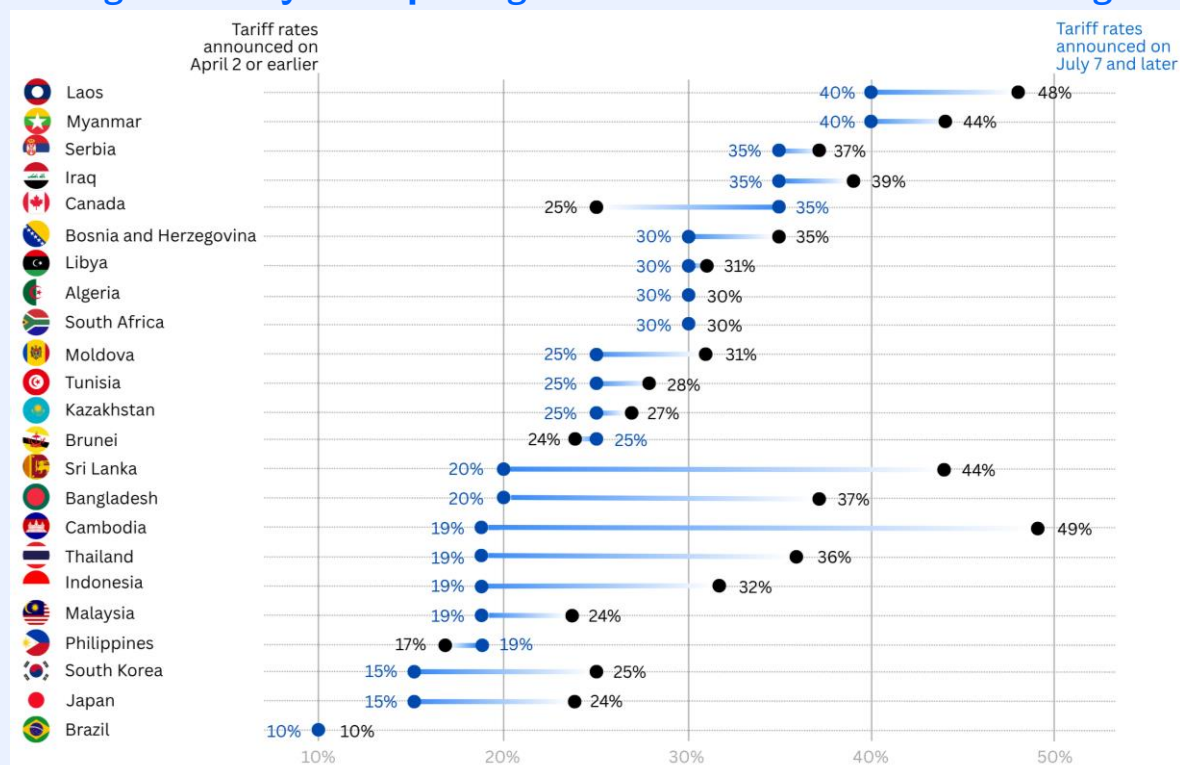


Page to Policy: Trump Brings the Art of the Deal to Global Stage



Source: The White House (Executive Orders on July 31, 2025) and Reuters.

“Once again, Trump has brought *The Art of the Deal* to center stage. And for better or worse, the world remains a captivated audience.”

A Surprise in July: New Tariffs Unveiled

In July 2025, President Donald Trump once again captured global attention by announcing a sweeping new round of reciprocal tariffs, set to take effect on August 1. In an unusually personal gesture, Trump issued direct letters to world leaders explaining the revisions—signaling both symbolism and strategy.

This latest move builds on the tariff schedule released in April but introduces notable escalations. The European Union, for instance, will see its tariff rate jump from 20% to 30%. Meanwhile, countries like Sri Lanka, Laos, and Myanmar have been granted tariff reductions. The adjustments reflect a deliberately uneven hand: rewarding strategic partners while tightening the screws on others.

New Fronts: Copper and Pharmaceuticals in the Crosshairs

Beyond geography, the new measures strike at specific sectors. A 50% tariff on imported copper will take effect immediately, targeting an input

critical to clean energy and defense supply chains. Even more dramatically, a 200% tariff on imported pharmaceutical products is slated for implementation in 18 months.

No official explanation has been released, but analysts interpret the moves as a twofold strategy: shielding key U.S. industries while using trade policy as leverage. The delay in pharmaceutical tariffs may signal an invitation for negotiations—forceful, but not final.

Analysts Ask: What's the Endgame?

Despite some countries offering favorable concessions, no major deals have been inked. This has sparked speculation that Trump is not merely pursuing tariffs as an end—but as a tool in a broader negotiation campaign.

What we're witnessing may be less about economic fundamentals and more about the return of an old playbook: *The Art of the Deal*—Trump's 1987 best-selling business manual—now applied to the machinery of global trade.

The Art of the Deal: Strategy Meets Statecraft

Published in 1987 and co-authored with journalist Tony Schwartz, *Trump: The Art of the Deal* outlined the core principles behind Trump's deal-making. Nearly four decades later, those tactics appear to be shaping the U.S. foreign economic policy.

Key takeaways from the book cast a revealing light on recent developments:

- **Think Big:** Set bold, ambitious goals. The tariff plan reflects a sweeping reconfiguration, not a marginal adjustment.
- **Protect the Downside:** Plan for worst-case scenarios. High tariffs may serve as insulation against external vulnerabilities.
- **Maximize Your Options:** Keep paths open. By tailoring tariffs for each country, the U.S. retains maximum negotiating flexibility.
- **Know Your Market:** Understand your counterpart. The U.S. seems increasingly selective in how it engages its trade partners.
- **Use Your Leverage:** Assert your strengths. America's economic size remains a powerful asset—and is being wielded deliberately.
- **Enhance Your Location:** Strategically improve assets. Domestically, this could translate to revitalized supply chains.
- **Get the Word Out:** Use publicity as leverage. Personal letters and public announcements amplify the message.
- **Fight Back:** Respond assertively when challenged. Tariff hikes reinforce a posture of economic defiance.
- **Deliver the Goods:** Keep promises and act decisively. The administration is showing its readiness to follow through.
- **Contain the Costs:** Control spending and manage exposure. Protecting local industries may reduce long-term vulnerabilities.
- **Have Fun:** Enjoy the process. Trump's flair for drama is once again on full display—drawing global focus to the U.S. agenda.

Global Stakes, Local Strategies

Whether one sees this as strategic genius or reckless escalation, the global ripple effects are

real. Leaders now face a familiar choice: retaliate, reconcile, or recalibrate. From Brussels to Beijing, supply chains and boardrooms are scrambling to adjust.

In a wide-ranging speech, Trump declared “We’re going to have 10% to 20% tariffs on foreign countries that have been ripping us off for years.” Such remarks have drawn widespread frustration from countries and leaders worldwide. Yet paradoxically, if the final tariffs presently settle at just 10%, Trump, earning his nickname “TACO,” short for Trump Always Chickens Out, may end up pleasing everyone.

Trade as Theater, Policy as Performance

This isn’t just a policy maneuver. It’s a performance—crafted with intention, drama, and timing. Once again, Trump has brought *The Art of the Deal* to center stage.

And for better or worse, the world remains a captivated audience.

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