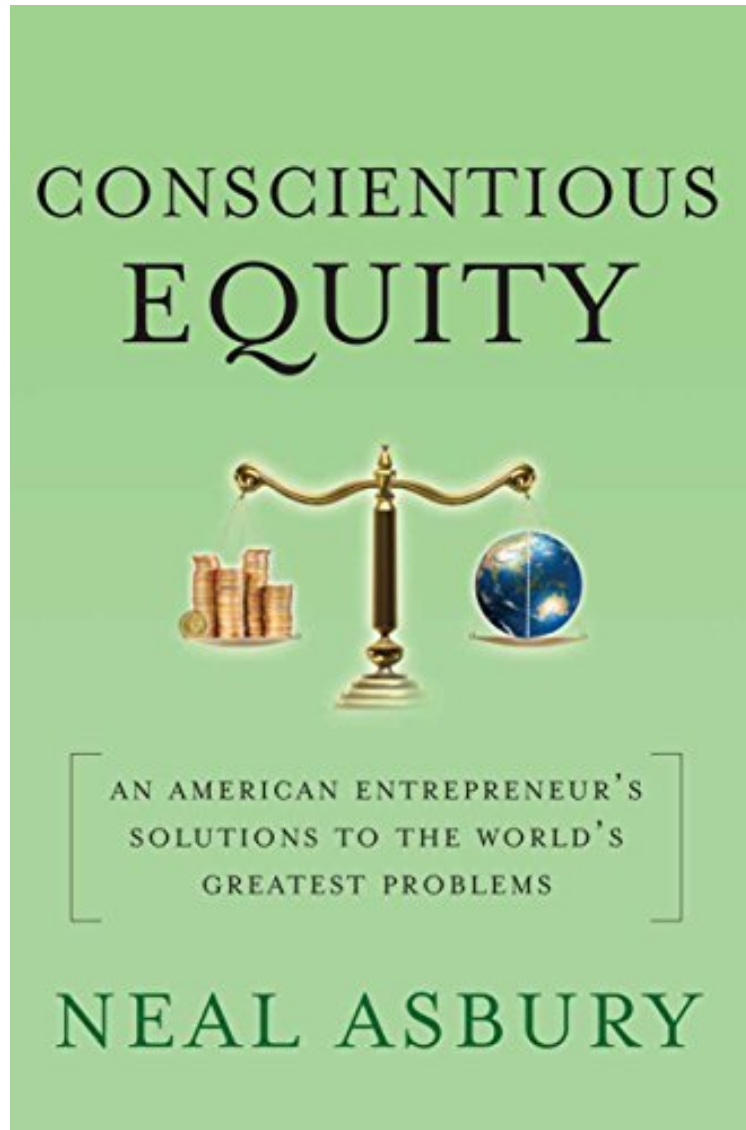


# Conscientious Equity: An American Entrepreneur's Solutions to the World's Greatest Problems

*N. Asbury*

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**N. Asbury : Conscientious Equity: An American Entrepreneur's Solutions to the World's Greatest Problems** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Conscientious Equity: An American Entrepreneur's Solutions to the World's Greatest Problems:

0 of 0 people found the following review helpful. A Compelling ReadBy Sal DeLucaLike the navigators before him that followed a course by sextant and stars, Neal is guided by his own moral compass and conscious. Conscientious Equity takes us on one man's odyssey to navigate the waters of international trade to provide a better life not only for

those around him but for the world as a whole. International trade need not be about winners vs. losers or good vs. evil, if done right all participants in the global economy benefit. Trade can and should be equitable. Neal puts forth a compelling vision for a world that would protect labor rights, punish corruption, guard the environment, and provide access to the world markets on a level playing field. The Conscientious Equity Accords outlined in the book provide ideas for promoting Fair Trade in a way that goes above and beyond our current and proposed Free Trade agreements. Conscientious Equity is thought provoking and rich with personal stories from the authors travels around the world. It is definitely a journey worth taking.

0 of 0 people found the following review helpful. Could Not Put it Down!By Jessica DodsonWow, what can I say that will do this book justice. I picked it up on Tuesday, and was finished with it by Wednesday morning. It is truly too good to put down! The insights in the book are current and have a profound impact in today's world. The book addresses many important and complex issues but presents them in an easy to understand fashion that reads like a story. I highly recommend this to anyone who is concerned about confronting the problems our country faces!

4 of 4 people found the following review helpful. Well Worth the Wait....By Kyle NoseworthyAs a long time listener of Neal's radio program; "Truth for America" and his blog "NealAsbury.com", I have been eagerly anticipating his first foray into the published world. Neal is gifted with the ability to give an uncompromising viewpoint; boldly standing up for what he feels is right. This is a quality that I respect in him, and obviously others feel the same way, as evidenced by the quality of guests he has had on his show, Senator Marco Rubio, Dr. Eric Wargotz, Chief Billie of the Seminoles, Congressman Phil Roe, etc. Neal has a clear vision of how our economy needs to be corrected and how the way to start this correction begins with focusing on international trade. The book itself is a pretty insightful read. Neal relates some of his personal experiences and draws parallels from our past to bring attention to current issues/events. Neal does a good job of approaching the situations that he comments on in a non-partisan manner, meaning that even if you don't agree 100% with his politics, you will not be turned off by his words. The real reason to read this book is that Neal is an interesting guy! Neal has been involved with international trade for over 30 years. During those 30 years, Neal has had some interesting adventures, including the threat of kidnapping in SE Asia! A good read for a great price.

Neal Asbury argues that moving away from intransigent political ideologies and toward a world driven by international commerce allows us to address and in fact solve economic instability, the destruction of the environment, crushing poverty, and crippling corruption all over the planet.

From Publishers WeeklyIn his first book, Asbury, a self-described dreamer, outlines his biggest dream: as a palliative to the trade imbalances between the U.S. and its trading partners, a system by which both trade parties are served equally, and the environmental impact, labor protection, and mutual economic benefits are all addressed. Arguing that the U.S. would be better served by instituting these accords country-by-country rather than at the behest of the WTO, Asbury makes a compelling case for a comprehensive restructuring of our national trade policy. It's an awful big ask, as Asbury himself admits, that would require immense political courage and extremely unlikely bipartisan consensus. Asbury is at his most engaging when recounting his stories as an entrepreneur in Southeast Asia and the Arabian Peninsula, and he clearly cares deeply about poverty and corruption (and the link between them), but he falls short by advocating his proposal as a one-size-fits-all solution, placing too much faith in the notion that it could democratize even the most despotic of governments. Ultimately he admits that "even Conscientious Equity will not quickly overcome long- and fast-held beliefs," but his failure to address such massive challenges undercuts his optimism. (c) Copyright PWxyz, LLC. All rights reserved.

Asbury writes about the tremendous potential of free and fair trade to lift us to greater prosperity. He makes the case for expanding free trade relationships to China, India and other rising economies of the world before the train leaves the station. Conscientious Equity is written from the hands-on perspective of an American businessman who has been in the trenches of owning and operating his own business in the Philippines where I first met Neal when I was US Ambassador. This is a valuable contribution to our discussion about how to get economies, including our own, going again." —John D. Negroponte, Yale University, Former United States Deputy Secretary of State

Neal Asbury is an original thinker about the problems and opportunities that America faces in an epoch of globalization. A visionary entrepreneur, he offers a clear and realistic assessment of the challenges facing firms and policymakers regarding international trade today, as well as creative solutions that could allow the United States to retain its competitive strength in the face of Chinese competition and a wayward WTO. This book is a fierce retort to Pollyannas and protectionists alike, and should be required reading for every Member of Congress voting on future trade agreements." —Honorable Philip English, member, House Ways and Means Committee

Neal Asbury's book takes a sledgehammer to conventional wisdom that it is a must-read for anyone trying to break out of the stereotypes that have helped create gridlock in our political system. Neal points his clear and entertaining prose at the myths about international trade — both that it is somehow free and fair, and that it runs in contrast to other goals, such as protecting the environment or lifting the standards of American workers. Neal makes a passionate argument for

how to make international trade fair and free again, and ...