



The Neal Asbury Show

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John Manzella, a strategic communications consultant and global analyst to appear November 20th on The Neal Asbury Show on WZAB-AM.



John Manzella is a strategic communications consultant and global analyst, as well as a world-recognized author and speaker on international trade and policy, economic growth, China and globalization. He focuses on shaping opinions, advocating positions to Members of Congress, and providing strategic analysis to several of the world's largest corporations, associations and government agencies.

John has written several books, including his most recent entitled *Grasping Globalization: Its Impact and Your Corporate Response*, and more than 600 articles. He has been

featured on television, radio and in print, including *The Wall Street Journal*, and his work has appeared in *The New York Times*.

His opinion pieces are distributed by McClatchy-Tribune Information Services to over 500 newspapers and have appeared in the *Houston Chronicle*, *Dallas Morning News*, *Atlanta Journal-Constitution* and *The Miami Herald*. Additionally, John has crafted position papers, published newsletters and reports, and managed issue-oriented grassroots campaigns.

John is president of Manzella Trade Communications Inc., (www.ManzellaTrade.com) a leading consultancy that combines strategic communications services with global analysis to help companies and organizations make better decisions and shape opinions. The firm provides public and government affairs, custom publishing, public relations and marketing, and consulting services, as well as speaking engagements.

As a member of The District Export Council, a position appointed by the U.S. Secretary of Commerce, John serves on the national Legislative Affairs subcommittee. Additionally, he sits on various boards.

Clients have included the Business Roundtable, American International Group, Bank of America, AT&T, Exxon, The Boeing Company, U.S. Chamber of Commerce, U.S. Small Business Administration, Canadian Government, Jiangsu (China) Provincial Government, Jiangsu (China) Academy of Social Sciences, Federal Express, Emery Worldwide, several world trade centers and high-tech startups, and the custom publishing division of *The New York Times*.

Asbury's asburysworld.com blog is quickly becoming a favorite on-line destination for visitors who share his dismay at today's global business environment for U.S. exporters. His advocacy has taken him to address the United Nations at the Commission of Trade and Development, Capitol Hill to lobby on behalf of important trade agreements as well as frequent speaking engagement at Universities and Trade Associations.

The Neal Asbury Show tackles key trade issues every Thursday from 11:00 AM until Noon WZAB-AM 880. The show is streamed live on line at WWW.880THEBIZ.COM, which is affiliated with Bloomberg Radio and CNBC.



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11am to 12noon To Listen Live.

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