

Kim borrows from Trump's playbook

In 2017 North Korea's Kim Jong-un was given a copy of Donald Trump's 1987 book, *The Art of the Deal*, in which Trump lays out winning tactics to stick to during negotiations



Think Big: Kim's proposed summit is public-relations coup, presenting his totalitarian rogue state on equal footing with United States

Kim's talk of denuclearization could loosen sanctions and drive wedge between U.S. and South Korea

Get the word out: Supreme Leader's haircut and boasts about nuclear button on his desk ensure media coverage



Use Your Leverage: *"The worst thing you can possibly do in a deal is seem desperate to make it"*

Born in 1980s, Kim can afford to play longer game than 71-year-old Trump, who faces re-election in 2020

Enhance your location: Kim has invited world's press to witness dismantling of his nuclear test site. **Geologists point out that Punggye-ri site has been pulverized by six nuclear blasts and is now of little use**

Maximize the options: *"Never get too attached to one deal or one approach"*

Collapse in talks between leaders who have traded insults – **Little Rocket Man** and **dotard** – could leave peninsula as close to war as before summit



After meeting President Moon Jae-in in April (above), 78% of South Koreans now say they trust Kim Jong-un

Know Your Market: Kim has grasped that Trump is willing to ignore North Korea's human-rights record as well as risks of holding unscripted summit

Usually 99% of issues on agenda at summit meetings are agreed in advance