

**Brief on Book**  
**COVID-19**  
**‘The Untapped  
Solutions’**

**Mohamed Buheji & Dunya Ahmed**

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The purpose of this book is to bring to the world pragmatic ‘untapped solutions’ that show how the ‘Inspiration Economy’ would tackle the variety of challenges and exploit their opportunities, during and after a devastating pandemic like COVID-19. Each solution presented in this book brings a type of framework that could help in exploiting the opportunities for a better world, especially as we enter the ‘new normal’.

The frameworks in this book integrate the human challenges, with the complex socioeconomic problems that occurred as a result of the global crisis of the COVID-19 pandemic. The target here is to improve the world capacity to respond to international and national emergency crisis or outbreaks, and prepare it more for similar future scenarios. The book shows that the world has many opportunities to exploit from an international crisis, and that the implementation of these opportunities could be accelerated to prevent further negative spillovers.

The ‘untapped solutions’ is mostly about Life and Livelihood, which for short called the (2L’s). Focusing on these 2L’s, this book shows how we could help to save lives and at the same time, improve the way we respond to outbreaks in general. The COVID-19 ‘Untapped Solutions’ is meant to be the name of this book since the solutions are beyond finding the right treatments and the proper vaccines for COVID-19. As we enter the new normal, in post-COVID-19, we need to explore more the type of coming systems patterns and processes that would be needed for the next journey.

This book brings hopefully many new insights about the possible areas where we need to invest more in multidisciplinary research to instantly access the opportunities of the coming unprecedented challenges ahead. For more information on the book, please visit

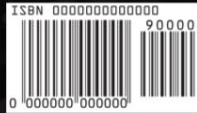
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