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ECONOMIC ACTIVITY, TRADE, AND INDUSTRY IN THE U.S.-JAPAN-WORLD ECONOMY: A MACRO MODEL STUDY OF ECONOMIC INTERACTIONS. By F. Gerard Adams, Byron Gangnes, and Shuntaro Shishido. Praeger Publishers, 1993.

The authors collectively summarize the results of a large-scale study of economic interaction between the economies of the United States and Japan. This study links two large-scale econometric models of the United States and Japan in the framework of the world model system (Project LINK). These models are useful for forecast and aggregate policy studies between the two nations. Numerous simulations of macroeconomic and sectoral policies were carried out. The results reiterate the strong links between the U.S. and the Japanese economies. Interestingly, the studies reveal that the impact of the U.S. economy on Japan is much greater than the effect of a Japanese stimulus on the U.S. economy.

F. Gerard Adams is a Professor of Economics and Finance and the Director of the Economic Research Unit at the University of Pennsylvania. Byron Gangnes is an Assistant Professor of Economics at the University of Hawaii at Manoa. Shuntaro Shishido is the President of the International University of Japan.

CORPORATE ENVIRONMENTALISM IN A GLOBAL ECONOMY: SOCIETAL VALUES IN INTERNATIONAL TECHNOLOGY TRANSFER. By Halina Szejnwald Brown, Patrick Derr, Ortwin Renn, and Allen L. White, with a chapter by Jeanne X. Kasperson and Roger E. Kasperson. Quorum Books, 1993.

Halina Szejnwald Brown and her coauthors use case studies of three facilities recently established in India and Thailand by Du Pont, Occidental Chemical, and Xerox to explore the dynamics of multinational corporations and developing countries on the cooperation of facility development. A myriad of considerations pose potential conflicts between the corporation and the country, namely environmental concerns, worker safety, national development, equity, and independence. This book focuses on the trade-offs that are inherent when multinational corporations establish hazardous industrial facilities in developing countries.

Halina Szejnwald Brown is an Associate Professor at Clark University and is associated with the Center for Technology, Environment, and Development (CENTED). Patrick Derr is an Associate Professor of Philosophy at Clark University and a Senior Research Associate at the CENTED. Ortwin Renn is an Associate Professor in the Environment, Technology, and Society Program and a Senior Research Associate at the CENTED. Allen L. White is a Director of the Risk Analysis Group at the Tellus Institute, Boston, and is a Senior Research Associate at the CENTED; Jeanne X. Kasperson is a Research Librarian at Clark University and a Senior Research Associate at Brown University. Roger E. Kasperson is a Professor of Government and Geography at Clark University.

BUSINESS AND THE CULTURE OF THE ENTERPRISE SOCIETY. By John Deeks. Quorum Books, 1993.

This book is an entertaining and easy-to-read survey on contemporary business culture. John Deeks argues that business values have begun to shape our social and cultural experiences. According to the author, business practices now dominate the material, intellectual and spiritual life of the community. Deeks draws from a myriad of sources to support his general thesis, including economics, sociology, film, literature, history, and technology. This book should be of great value to anyone with an interest in business, social, and cultural issues. John Deeks is an Associate Professor in the Department of Management Studies and Labor Relations in the Faculty of Commerce and Economics at the University of Auckland in New Zealand.

WHEN BUSINESSES CROSS INTERNATIONAL BORDERS: STRATEGIC ALLIANCES AND THEIR ALTERNATIVES. By Harvey S. James, Jr. and Murray Weidenbaum. Praeger Publishers, 1993.

Great changes in the global political environment set the 1990s apart as a decade of unique opportunities and hazards for international business enterprises. The authors survey the various ways that successful companies establish a presence overseas. John Yochelson, who authored the Forward of this book, indicates that this book "provides an invaluable road map for business practitioners, demonstrating that there is no single approach to foreign markets but rather a host of strategies that must be systematically reviewed."

Harvey S. James, Jr. is a doctoral student in the Department of Economics at Washington University in St. Louis, as well as the John M. Olin Fellow at the Center for the Study of American Business. Murray Weidenbaum holds the Mallinckrodt Distinguished Professorship at Washington University, where he is also director of the Center for the Study of American Business. In 1981-82, Dr. Weidenbaum was chairman of the Council of Economic Advisers under President Reagan.

UNITED STATES-JAPAN TRADE IN TELECOMMUNICATIONS: CONFLICT AND COMPROMISE. Edited by Meheroo Jussawalla. Greenwood Press, 1993.

Japan and the United States account for forty percent of the world's gross national product. Both are major players in the global economic structure, and have a strong interest in shaping international trade policies. Although the economies are interdependent and interlinked, relations between Japan and the United States have been strained at times. The East-West Center undertook a study focusing on the telecommunications sector. This book is a collection of articles by scholars that analyzes the trade friction in the telecommunications area between the two nations, as well as the ramification of imposing the Super 301 Clause on Japan. Meheroo Jussawalla is a research associate and economist in the East-West Center's Program on Communication and Journalism in Honolulu, Hawaii.

GENERATING CREATIVITY AND INNOVATION IN LARGE BUREAUCRACIES. Edited by Robert Lawrence Kuhn. Quorum Books, 1993.

This publication would be of interest to academics and practitioners who are interested in enhancing management techniques in large bureaucracies. This book is a corroborative effort of leading management theoreticians who explore the various forces that enhance or inhibit innovative activities in both the private and public sector. These creative forces were examined in the context of different nations and cultures. Examples of these innovative forces are drawn from diverse countries, including the United States, Japan, China, and Eastern Europe. Robert Lawrence Kuhn is an international investment banker, corporate strategist, public speaker, and a business professor.

CROSS-CULTURAL PROBLEMS IN INTERNATIONAL BUSINESS: THE ROLE OF THE CULTURAL INTEGRATION FUNCTION. By Robert C. Maddox. Quorum Books, 1993.

Experienced managers know how to run their firms successfully in their home country. However, techniques and philosophies that often work at a domestic level may not be as effective at an international level. Managers often have problems dealing with unanticipated cross-cultural problems. Professor Maddox's book is a roadmap of wisdom. His innovative insights will assist multinational firms who are encountering cross-cultural problems. In addition, this book may be helpful to domestic firms which need to adapt to different cultures in order to expand their operations in a multicultural society. Robert C. Maddox is a well-published author and is an Associate Professor of Management at the University of Tennessee.

THE FUTURE OF THE ACCOUNTING PROFESSION: A GLOBAL PERSPECTIVE. By Kenneth S. Most. Quorum Books, 1993.

As we move toward the twenty-first century, the foundations of the public accounting profession may be eroding. A variety of critics have disparaged the public accounting institution. The gravamen of their criticism lies with the failure to innovate, especially in considering inflationary effects. Protracted and expensive litigation is just one result of this deficiency. Professor Most, drawing on his long and extensive experience as a practitioner and scholar, recommends sweeping changes aimed at reversing the decline of the profession. For instance, he proposes widespread changes in federal and state legislation, as well as reform of the current system of accountancy education. Professor Most also proposes a blueprint for a new type of financial report designed to improve the usefulness of financial statements for investment decisions. Kenneth S. Most is a prolific author and is a Professor of Accounting at Florida International University in Miami, Florida.

LATIN AMERICAN DEBT AND THE POLITICS OF INTERNATIONAL FINANCE. By Ernest J. Oliveri. Praeger Publishers, 1992.

This book studies the interrelationship between the International Monetary Fund (IMF) and three of the most heavily indebted developing countries in the world: Mexico, Brazil, and Argentina. The purpose of this book is to examine the Latin American debt crisis in the 1980s within the system of international finance.

The book begins with an overview of the origin and characteristics of the debt crisis. Chapter Two comments on the roles that commercial banks may have played as political actors in inter-American lending. Next, Chapter Three surveys the structure and characteristics of the system of international finance and focuses on how that system affects inter-American lending and borrowing. Chapters Four, Five, and Six are case studies of Mexico, Brazil, and Argentina.

The Mexican case offers the richest example of cooperation by a Latin American borrower. At the other end of the spectrum is Brazil, which steadfastly refused to recognize the legitimacy of the IMF as a participant in its economy. Professor Oliveri then discusses Argentina, which took a hard line until 1985, but eventually softened its resistance to international pressure. Professor Oliveri concludes with an examination of the particular characteristics of the international finance system as it has evolved since the debt crisis first erupted.

Professor Oliveri is currently an adjunct assistant professor at New York University.

THE POLITICAL ECONOMY OF BRAZILIAN OIL. By Laura Randall. Praeger Publishers, 1993.

The publisher comments:

This is the first book in English about Brazil's largest firm, *Petróleo Brasileiro, S.A., PETROBRAS*, the state-owned monopoly oil firm. The work provides a history and analysis of PETROBRAS' organization, administration, operations, and efficiency. It analyzes its labor relations; the development of its suppliers of capital goods and research; and its impact on the economy and environment in Brazil. The study compares and contrasts PETROBRAS to the state-owned oil firms of Mexico and Venezuela, including current information regarding their organization. And it examines the trend toward reorganization and privatization as it has affected PETROBRAS and similar state-owned monopolies.

This study completes Laura Randall's examination of the oil producers of Latin America, begun with *The Political Economy of Venezuelan Oil* and followed by *The Political Economy of Mexican Oil*. It will be of interest to scholars and industry experts in energy economics and Latin American studies.

Laura Randall is a Professor of Economics at Hunter College, City University of New York.

MULTINATIONAL CORPORATIONS AND THE NORTH AMERICAN FREE TRADE AGREEMENT.
By Michael J. Twomey. Praeger Publishers, 1993.

The focus of this study is the role that multinational corporations have played in the converging paths of the history, government policy, and future prospects of Canada, the United States, and Mexico. Professor Twomey posits that multinational corporations will continue to be key players in the foreign trade of the three countries after the recently negotiated North American Free Trade Agreement. Furthermore, according to the publisher, Professor Twomey “analyzes economic theories of foreign investment from the perspectives of neoclassical economics and political science and places them in the context of the ongoing debate over neo-protectionist policies and the role of the United States in the global economy.”

Professor Twomey is an Associate Professor in the Department of Social Sciences of the University of Michigan at Dearborn.

