



1-1-1994

Books Received

University of the Pacific, McGeorge School of Law

Follow this and additional works at: <https://scholarlycommons.pacific.edu/globe>

Recommended Citation

University of the Pacific, McGeorge School of Law, *Books Received*, 7 *TRANSNAT'L LAW*. 607 (1994).

Available at: <https://scholarlycommons.pacific.edu/globe/vol7/iss2/11>

This Book List is brought to you for free and open access by the Journals and Law Reviews at Scholarly Commons. It has been accepted for inclusion in Global Business & Development Law Journal by an authorized editor of Scholarly Commons. For more information, please contact mgibney@pacific.edu.

Books Received

BUSINESS AND THE CULTURE OF THE ENTERPRISE SOCIETY. By John Deeks. Quorum Books, 1994.

The publisher comments:

This book is structured around the idea of an extended business culture. This provides the focal points for an analysis of cultural developments related to the activities and values of the world of business. These focal points are: the development of the market economy; the control of technology; the manipulation of language, images and symbols; the shaping of consciousness; and the transmission of ideology.

John Deeks is an Associate Professor in the Department of Management Studies and Labour Relations in the Faculty of Commerce and Economics at the University of Auckland in New Zealand.

EMERGING GLOBAL BUSINESS ETHICS. Edited by W. Michael Hoffman, Judith Brown Kamm, Robert E. Frederick, and Edward S. Petry, Jr.. Quorum Books, 1994.

The Publisher explains:

The contributors to this volume explore worldwide developments in the field of business ethics. The book is unique in that it not only discusses ethical issues faced by transnational corporations, but it also addresses the possibility for international cooperation after the cold war, as well as regional business ethics issues from around the world.

W. Michael Hoffman is Director of the Center for Business Ethics and Professor of Philosophy at Bentley College. Judith Brown Kamm is Associate Director of the Center for Business Ethics and Associate Professor of Management at Bentley College. Robert E. Frederick is a Research Scholar at the Center for Business Ethics and Associate Professor of Philosophy at Bentley College. Edward S. Petry, Jr. is a Research Associate at the Center for Business Ethics and Assistant Professor of Philosophy at Bentley College.

STRATEGY AND PERFORMANCE OF FOREIGN COMPANIES IN JAPAN. By Sikander Khan and Hideki Yoshihara. Quorum Books, 1994.

The publisher comments:

Despite the competitive nature of the Japanese market, a large number of foreign companies are successful in terms of profits, innovation and reverse technology. In fact, some are so successful that their profit levels in Japan exceed those elsewhere. It is an unfounded myth that the Japanese market is unprofitable for foreign companies. Foreign companies succeed in part by utilizing Japanese CEOs, a high degree of autonomy, and individual creative resources; they fail because of a lack of understanding of the intensity of competition and demanding customers in the Japanese market . . . [In this volume] practical conclusions are offered to foreign companies who plan to invest in Japan, as well as to foreign and Japanese policymakers who seek to boost FDI in Japan.

Sikander Khan is an Associate Professor in International Business at Stockholm University, Sweden. Hideki Yoshihara is a Professor of International Business and Director of the Research Institute for Economics & Business Administration, Kobe University, Japan.

A TRADE POLICY FOR FREE SOCIETIES: THE CASE AGAINST PROTECTIONISM. By Robert W. McGee. Quorum Books, 1994.

The publisher comments:

McGee takes the position that the only rational trade policy is one of total, immediate, and unilateral free trade because such a policy is the only one that is consistent with human rights. He also explodes the myth that trade deficits are bad and advocates the repeal of the antidumping laws, incorporating rights theory as well as utilitarian arguments.

Robert W. McGee is a Professor in the W. Paul Stillman School of Business at Seton Hall University.

1994 / Books Received

EXPANDING SINO-AMERICAN BUSINESS AND TRADE: CHINA'S ECONOMIC TRANSITION. Edited by Dennis A. Rondinelli. Quorum Books, 1994.

The publisher explains:

This collection of original essays highlights the implications of China's Economic transition since 1978 for Sino-American business and trade. Each chapter assesses the implications of China's economic and trade reforms from a different perspective, but the thread running through all of them is a conviction that the government of China and Chinese enterprises will have to strengthen their capacity to compete more effectively in the global economy if they are to be successful in expanding trade and business with the United States.

Dennis A. Rondinelli is a Professor of International Business and Director of the International Private Enterprise Development Research Center at the Kenan Institute of Private Enterprise, Kenan-Flagler Business School, University of North Carolina at Chapel Hill.

