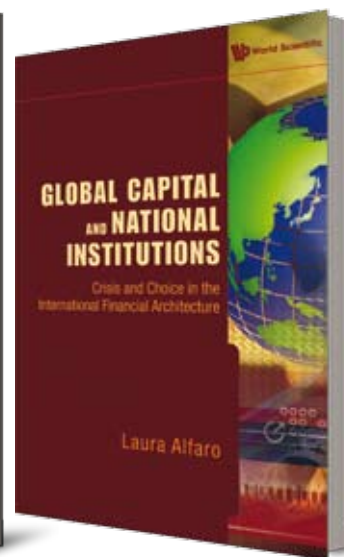
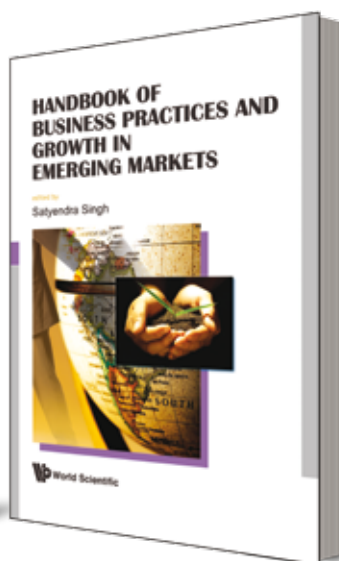
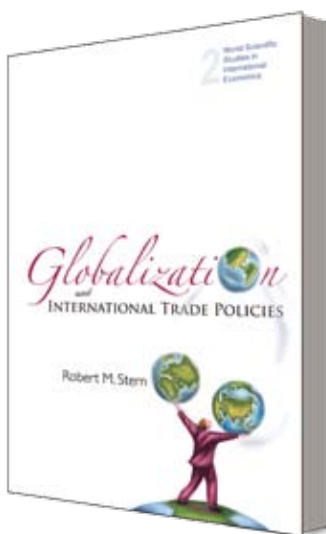
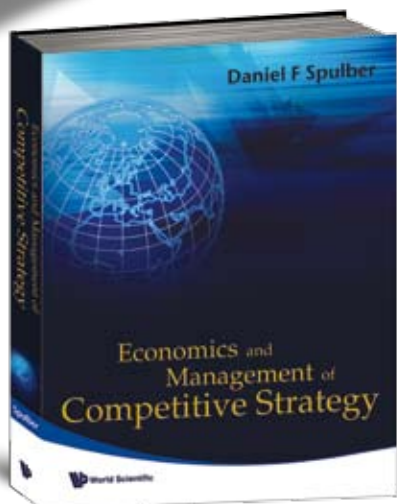


International Business

and Related Titles



World Scientific Studies in International Economics – Vol. 9

GLOBALIZATION AND INTERNATIONAL TRADE POLICIES

by **Robert M Stern** (University of Michigan, USA)

“Robert Stern has been one of the most consistent and effective advocates of quantification as a tool in international policy-making. This collection of recent papers illustrates his art and will provide an invaluable source-book for those interested in globalization and trade policy, as well as those wanting to undertake quantitative policy analysis of their own.”

L Alan Winters

Director, Development Research Group, World Bank
Professor of Economics, University of Sussex, U.K.

796pp
978-981-270-013-1

Sept 2009
US\$120 £90

HANDBOOK OF BUSINESS PRACTICES AND GROWTH IN EMERGING MARKETS

edited by **Satyendra Singh** (University of Winnipeg, Canada)

The *Handbook of Business Practices and Growth in Emerging Markets* consists of a collection of specially commissioned chapters that describe the current business environment, organizational culture, consumer behavior, financial investment climate, and examples of best prevailing practices in emerging markets. It covers all the major functional areas of business — marketing, strategy, operations and finance — in all continents. The focus of each chapter is on the identification of different business issues in different emerging markets (including Asia, Africa and South America) and on the implementation of a proposed set of recommendations, using both qualitative and quantitative techniques to assist in decision-making and in improving organizational efficiency and effectiveness. Readers will also appreciate the multidimensional view of financial and non-financial performance measurement of businesses.

576pp
978-981-279-177-1

Oct 2009
~~US\$135~~ £101

Introductory Price:
US\$108 £81
Valid till 31 Jan 2010

ECONOMICS AND MANAGEMENT OF COMPETITIVE STRATEGY

by **Daniel F Spulber** (Northwestern University, USA)

Textbook

This book provides a comprehensive and integrated approach to management strategy that is based on economics. A basic introductory strategy text that integrates economic analysis with management strategy, it takes into account global competition and high-tech (Internet) developments, and recognizes that companies today can no longer expect to sustain competitive advantage but must rely on innovation (of products, processes, and transactions). Although many of the principles are illustrated with numerical examples, the text does not require a background course in economics or mathematics, and does not contain technical graphs or equations. Thus, the book is suitable for undergraduate managerial economics and strategy courses, as well as for introductory MBA courses in business strategy and as a companion to case studies.

520pp
978-981-283-846-9

Jun 2009
US\$88 £66

GLOBAL CAPITAL AND NATIONAL INSTITUTIONS

Crisis and Choice in the International Financial Architecture
by **Laura Alfaro** (Harvard Business School, USA)

This book presents a series of case studies taught in the Harvard Business School course, *Institutions, Macroeconomics, and the Global Economy* (IMaGE). The cases focus on key recent events that have shaped the way economists think about these subjects. The cases also cover events that occurred during the last three decades as they hold important lessons for the business environment that managers face today. They have also been designed to provide readers with an appreciation of the critical role of institutions in affecting patterns of international capital flows and the abilities of government to manage them effectively.

450pp (approx.)
978-981-4280-87-7

Spring 2010
US\$120 £90

CREATING ENTREPRENEURS

Making Miracles Happen
 edited by **Fred Kiesner**
 (Loyola Marymount University, USA)

Key Features

- Provides inspirational and action-oriented methodologies from top entrepreneurial leaders
- Provides ideas and advice for creative entrepreneurial endeavors
- Contains action-oriented snippets of thoughts and ideas from successful entrepreneurs

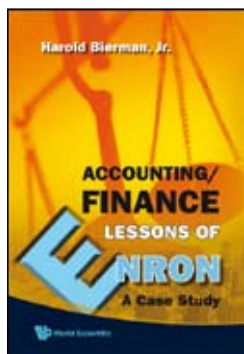


580pp Aug 2009
 978-981-4261-11-1 US\$58 £44

ACCOUNTING/FINANCE LESSONS OF ENRON

A Case Study
 by **Harold Bierman, Jr**
 (Cornell University, USA)

There is a great deal of confusion regarding the factors that led to Enron's collapse. This important book addresses this problem by providing a coherent explanation of the accounting and finance problems associated with the collapse. The Skilling-Lay trial, as it is related to accounting or finance issues, is critically described as well. Through its well-balanced take on events surrounding the trial, the book therefore enables readers to analyze the validity of the arguments offered by the U.S. attorneys.



216pp May 2008
 978-981-279-030-9 US\$69 £40

Monden Institute of Management: Japanese Management and International Studies – Vol. 4

INTERNATIONAL MANAGEMENT ACCOUNTING IN JAPAN

Current Status of Electronics Companies
 edited by **Kanji Miyamoto**
 (Osaka Gakuin University, Japan)

Key Features

- Introduces general concepts of international management accounting
- Draws a link between the international management accounting system, corporate strategy, and organizational structure and management
- Includes case studies of three leading Japanese electronics companies, and investigations into their evolving international business activities and accompanying organizational structure, management and management accounting



180pp Oct 2008
 978-981-277-956-4 US\$73 £41

Monden Institute of Management: Japanese Management and International Studies – Vol. 7

BUSINESS GROUP MANAGEMENT IN JAPAN

edited by **Kazuki Hamada** (Kwansei Gakuin University, Japan)

Key Features

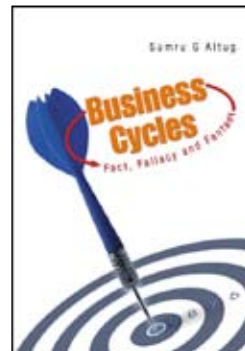
- Offers a uniquely Japanese perspective on business group management
- Elaborates upon research results and studies of group management in Japan
- Considers various forms of business combination and separation in Japan
- Explores systematically management methods in Japanese companies, such as the evaluation system, segment information, management control system, and organizational learning

250pp (approx.) Spring 2010
 978-981-4289-50-4 US\$88 £66

BUSINESS CYCLES

Fact, Fallacy and Fantasy
 by **Sumru G Altug** (Koç University, Turkey & Centre for Economic Policy Research, UK)

This book provides an overview of the modern theory and empirics of business cycles. Written by one of the pioneering authors in this field, it examines the notion of a business cycle and discusses alternative approaches to modeling. Arguably, one of the most important debates in this literature has been the issue of “matching” a business cycle to the data. In their original contribution, Kydland and Prescott (1982) proposed the method of calibration as a way of examining the implications of a business cycle model; yet, even at its inception, this approach came under criticism from a variety of sources. This monograph will examine some of these criticisms and discuss alternative approaches that have been put forward. More generally, it will discuss what lies ahead for modern business cycle theory.



160pp Nov 2009
 978-981-283-276-4 US\$65 £35

NOTABLE BACKLIST

ACHIEVING SUSTAINABLE COMMUNITIES IN A GLOBAL ECONOMY

Ralph D Christy (Cornell University, USA)

ASIAN MODELS OF ENTREPRENEURSHIP

Léo-Paul Dana (University of Canterbury, New Zealand)

CORPORATE CULTURES AND GLOBAL BRANDS

Albrecht Rothacher (Asia-Europe Foundation, Singapore)

INTERNATIONAL ECONOMICS: GLOBAL MARKETS AND COMPETITION (2ND EDITION)

Henry Thompson (Auburn University, USA)

ISLAMIC BANKING AND FINANCE IN SOUTH-EAST ASIA (2ND EDITION)

Angelo M Venardos

MACROECONOMICS FOR BUSINESS AND SOCIETY

F Gerard Adams (Northeastern University, USA)

SUCCESS OF 7-ELEVEN JAPAN, THE: DISCOVERING THE SECRETS OF THE WORLD'S BEST-RUN CONVENIENCE CHAIN STORES

Akira Ishikawa (Aoyama Gakuin University, Japan) et al.

SUCCESSFUL VALUE INVESTING IN ASIA

Tony Measor

TERMS OF TRADE: GLOSSARY OF INTERNATIONAL ECONOMICS

Alan V Deardorff (University of Michigan, USA)

WORLD OF RISK: A NEW APPROACH TO GLOBAL STRATEGY AND LEADERSHIP

Mark Haynes Daniell (The Cuscaden Group Pte Ltd, Singapore)



SERVICE SCIENCE

Design for Scaling and Transformation by **Cheng Hsu** (*Rensselaer Polytechnic Institute, USA*)

The book presents and substantiates a digital connections scaling (DCS) model, complete with a population-oriented design paradigm and a new class of microeconomic production functions to explain the paths of transformation into the future — one of the most original results today. Next, the book analyzes new business designs on the Web and characterizes a service-led revolution for the Knowledge Economy. Thirdly, it develops systems planning and design methods to help implement the DCS model at the level of Information and Database Systems, Business Strategy, and Digitization Engineering, thereby enhancing these fields. Finally, certain intriguing new applications, especially “smart highways” and information supply chains, are discussed.

316pp **Feb 2009**
978-981-283-676-2 **US\$68** **£51**

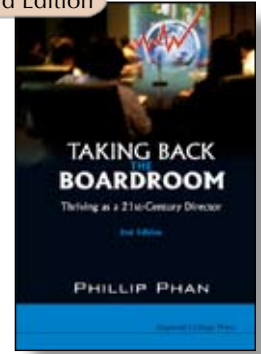
**TAKING BACK THE BOARDROOM**

Thriving as a 21st-Century Director
2nd Edition
by **Phillip H Phan** (*Rensselaer Polytechnic Institute, USA*)

Key Features

- Presents a comprehensive theoretical discussion on the foundations of corporate governance
- Provides practical illustrations and cases of boardroom issues and challenges, with a ‘how-to’ approach to structuring and managing boardroom practices
- Includes analyses of codes of conduct and their application to the 21st-century boardroom, along with an expanded discussion of Sarbanes–Oxley 2002 and its impact on the audit committee
- Maintains an explicit consideration for ethics and social responsibility throughout, with a chapter on practical ways to structure an ethical board
- Provides an insider’s appreciation for the complexity of the issues and challenges facing directors.

360pp **Oct 2007**
978-1-86094-836-7 **US\$45** **£34**



Series on Technology Management – Vol. 14

INNOVATION AND STRATEGY OF ONLINE GAMES

by **Jong H Wi** (*Chung-Ang University, South Korea*)

This book is the first study to survey, over a ten-year period, innovations and the industrial formation process of online game business, and global strategies of major Korean online game companies. It focuses on the innovative factors which made the Korean online game industry grow tremendously and successfully to gain competitiveness in the global game industry. These include: the main factors stimulating online game business; virtual business created by online games as well as an examination of the role of the Korean government at the beginning and developmental period of the online gaming business.

This book also contains authentic and accumulated research conducted over five years in the international domain of the online game industry. This research unveils diverse strategies of game companies and presents cognitive differences toward the online game business where various convergences will occur between the online game and other Internet businesses.

240pp **Feb 2009**
978-1-84816-356-0 **US\$90** **£74**



World Scientific Series on 21st Century Business – Vol. 4

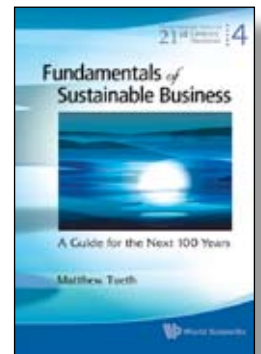
FUNDAMENTALS OF SUSTAINABLE BUSINESS

A Guide for the Next 100 Years
by **Matthew Tueth** (*Aquinas College, USA*)

This book begins by briefly describing the legacy of environmental and social problems that have arisen as a result of conventional business practices, and then details the coalescence of a broad-based contemporary movement that has been called “The Next Industrial Revolution”. Combining the long-term interests of business, community, and the natural world, the resulting sustainable business reformation is unlike any previous human endeavor.

Contents: Houston, We Have a Problem; Selecting a Design Consultant; The Bull’s Eye; Businesses Taking Care of Business; Greasing the Cognitive Skids; Government Gets It Right; Healthy, Beautiful, Diverse, and Durable; Falling Off the Log.

228pp **Aug 2009**
978-981-283-932-9 **US\$58** **£44**



Monden Institute of Management: Japanese Management and International Studies – Vol. 5

BUSINESS PROCESS MANAGEMENT OF JAPANESE AND KOREAN COMPANIES

edited by **Gunyoung Lee** (*Niigata University, Japan*), **Masanobu Kosuga** (*Kwansei Gakuin University, Japan*), **Yoshiyuki Nagasaka** (*Konan University, Japan*) & **Byungkyu Sohn** (*Sookmyung Women’s University, Korea*)

Key Features

- Shows how to link BPM (Business Process Management) with existing management tools, for a holistic management model
- Includes case studies of well-known Japanese and Korean companies such as Matsushita and LG Electronics

184pp **Nov 2009**
978-981-283-860-5 **US\$70** **£53**

**TITLES OF INTEREST**

BANKING AND CAPITAL MARKETS Lloyd P Blenman (<i>Univ. of North Carolina-Charlotte, USA</i>) et al.
BUSINESS OF PLASTIC SURGERY, THE Joshua M Korman (<i>Stanford University, USA</i>) et al.
CHALLENGES OF ECONOMIC DEVELOPMENT IN THE MIDDLE EAST AND NORTH AFRICA REGION Julia C Devlin (<i>University of Virginia, USA</i>) et al.
EMERGING NANOTECHNOLOGY POWER: NANOTECHNOLOGY R&D AND BUSINESS TRENDS IN THE ASIA PACIFIC RIM Lerwen Liu (<i>NanoGlobe Pte Ltd, Singapore</i>)
HANDBOOK ON BUSINESS INFORMATION SYSTEMS Angappa Gunasekaran (<i>University of Massachusetts, USA</i>) et al.
INPUT-OUTPUT ECONOMICS: THEORY AND APPLICATIONS Thijs ten Raa (<i>Tilburg University, The Netherlands</i>)
JAPANESE PROJECT MANAGEMENT Shigenobu Ohara (<i>Nippon Institute of Technology, Japan</i>) et al.
SUSTAINABLE ECONOMY: CORPORATE, SOCIAL AND ENVIRONMENTAL RESPONSIBILITY Raymond W Y Kao (<i>Ryerson Univ. & McMaster Univ, Canada</i>)

Intelligent Information Systems – Vol. 2

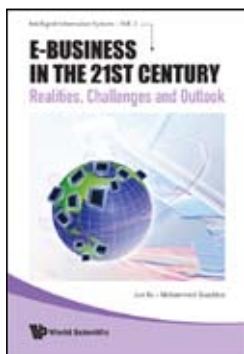
E-BUSINESS IN THE 21ST CENTURY

Realities, Challenges and Outlook
by **Jun Xu** (*Southern Cross University, Australia*) & **Mohammed Quaddus** (*Curtin University of Technology, Australia*)

Embarking on electronic business is a challenging task. There is also a lack of clear understanding and comprehensive analysis of various issues and domains of electronic business. This book offers a very comprehensive analysis of concepts, models and infrastructures of e-business.

It also presents unique observations of current e-business practices for different organizations in different economies and provides insights on the future of current leading businesses on the net and the trends of e-business. The volume will be an effective and indispensable reference book for professionals who are interested in or dealing with e-business and businesses that are embarking on e-business.

464pp **Sept 2009**
978-981-283-674-8 **US\$64** **£48**

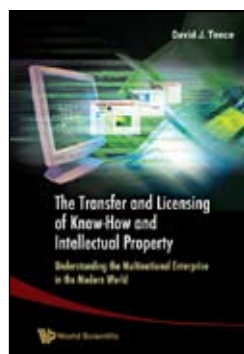


THE TRANSFER AND LICENSING OF KNOW-HOW AND INTELLECTUAL PROPERTY

Understanding the Multinational Enterprise in the Modern World
by **David J Teece** (*University of California, Berkeley*)

The international transfer of technology is one of the most important features of the global economy. However, the literature on it is sparse. This book encapsulates the author's contributions to this field over the last three decades and provides insights into the manner, mechanisms, and cost of technology transfer across national boundaries and the implications for (the theory of) the international firm.

488pp **Sept 2008**
978-981-256-849-6 **US\$154** **£87**



TOPICS IN LEAN SUPPLY CHAIN MANAGEMENT

by **Marc J Schniederjans** (*University of Nebraska-Lincoln, USA*), **Dara G Schniederjans** (*Texas Tech University, USA*) & **Ashlyn M Schniederjans** (*Harvard University, USA*)

This uniquely designed textbook is structured to support educators in teaching the lean supply chain principles, concepts, and ideas used by industry and researched by scholars. It examines a wide range of current topical subjects in a structured format to help educators impart the value of combining lean management with supply chain management.

It focuses on many of the newest and most exciting areas of change in lean and supply chain management. In addition to basic content on the principles of lean and supply chain management, this book converts recent journal research into an easy-to-understand textbook material. While this textbook is suitable as a topical course for operations or supply chain management undergraduate students, it is self-contained and also suitable for graduate students who have had no prerequisite knowledge in operations or production management.

344pp **Aug 2009**
978-981-281-855-3 **US\$78** **£59**



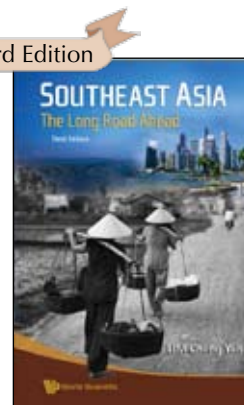
SOUTHEAST ASIA

The Long Road Ahead
(Third Edition)
by **Lim Chong Yah** (*Nanyang Technological University, Singapore*)

“Professor Lim’s lifelong scholarship and his exemplary energy are reflected throughout the Third Edition of his textbook on economic development in Southeast Asia. As the region grapples with the current global economic crisis, his policy insights and focus on fundamental factors of governance and economic growth are particularly relevant. This is arguably the most comprehensive textbook on economic development of Southeast Asia.”

Professor Mukul G Asher
Lee Kuan Yew School of Public Policy
National University of Singapore

504pp **May 2009**
978-981-4280-80-8 **US\$72** **£54**
978-981-4280-81-5 (pbk) **US\$48** **£36**



PERSPECTIVES ON PROMOTION AND DATABASE MARKETING

The Collected Works of Robert C Blattberg
edited by **Greg Allenby** (*Ohio State University, USA*)

Quantitative marketing as a discipline started around the mid 60's and has been dominated by only a handful of individuals. Robert Blattberg is one of them and has been a leader in setting a research agenda for this discipline. The collection of articles in this book along with commentary by some of his doctoral students is a magnificent testament to the genius of Robert Blattberg.

400pp (approx.) **Spring 2010**
978-981-4287-05-0 **US\$95** **£71**

HOW TO MANAGE A SUCCESSFUL BUSINESS IN CHINA

by **Johan Björkstén** (*Founder of the Chinese PR Agency Eastwei Relations*) & **Anders Hägglund** (*Former President of Sandvik China*)

“At last, a China management handbook written by practicing business people with on-the-ground leadership experience. Even seasoned China hands should be able to find a few novel ideas.”

Daniela Riccardi
President, Procter & Gamble Greater China

The book focuses on managing in a rapid-growth environment, but also provides advice on how to ensure sustainable operations and profitability in mature industries or a temporary downturn.

200pp (approx.) **Spring 2010**
978-981-4287-82-1 **US\$27.95** **£21**

GLOBAL BUSINESS STRATEGY

Asian Perspective
by **Hwy-Chang Moon** (*Seoul National University, Korea*)

Key Features

- Highlights the uniqueness of Asian business, using a number of modified or new analytical tools which the author has developed over the years
- Treats fairly both similarities and differences between the Asian and Western perspectives on global business strategy
- Includes clear and attractive diagrams, interesting case studies, as well as a discussion question component at the end of each chapter to aid comprehension

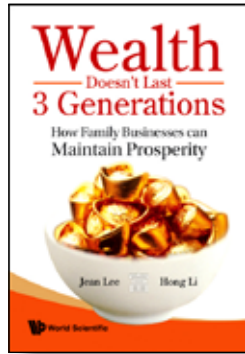
300pp (approx.) **Spring 2010**
978-981-4273-19-0 **US\$65** **£49**

WEALTH DOESN'T LAST 3 GENERATIONS

How Family Businesses can
Maintain Prosperity

by **Jean Lee** (China Europe International
Business School, China) & **Hong Li** (Chinese
Academy of Social Sciences, China)

"This book is indispensable for businessmen who operate family business and want to learn more about it. Its concise writing style makes it easy to read, and real-life cases included bring readers personally onto the scene. I believe managers of family enterprises will surely benefit by reading the book and thinking about the issues raised and solutions discussed."



Per V Jenster

Director of the Centre of Entrepreneurship & Family Business
China Europe International Business School

384pp Nov 2008
978-981-279-751-3 US\$58 £29

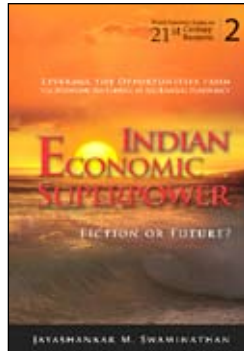
World Scientific Series on
21st Century Business – Vol. 2

INDIAN ECONOMIC SUPERPOWER

Fiction or Future?

edited by **Jayashankar M Swaminathan**
(University of North Carolina at Chapel
Hill, USA)

"India is an emerging economy that intersects the supply chain of many companies and industries. This is the first book that allows you to learn about the state of the art of supply chain practices, innovative approaches, and the future outlook for India and its neighbors. The content is exceedingly rich and interesting, and will be highly valuable to academics and practitioners."



Hau Lee

Thoma Professor of Operations Information and Technology
Graduate School of Business, Stanford University

284pp Jan 2009
978-981-281-465-4 US\$42 £23

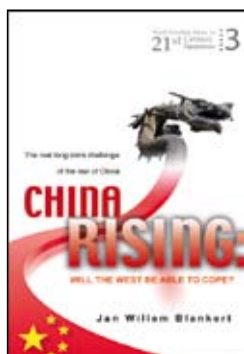
World Scientific Series on
21st Century Business – Vol. 3

CHINA RISING: WILL THE WEST BE ABLE TO COPE?

The Real Long-Term Challenge of
the Rise of China — and Asia in
General

by **Jan Willem Blankert**

"Once viewed with fear in the West, rising China is now seen as essential for the survival of the global economy. But does the West really have a coherent strategy towards China? And as China continues to post impressive growth rates despite the crisis, will Europe or America be able to cope? Jan Willem Blankert's book throws some much-needed light on these and other key challenges that the West faces as it strives to adapt to China's growing clout."



Shada Islam

Leads the Asia programme at the European Policy Centre in
Brussels, and former EU correspondent of the Far Eastern
Economic Review

176pp May 2009
978-981-283-795-0 US\$28 £21

A GUIDE TO THE TOP 100 COMPANIES IN CHINA

edited by **Wenxian Zhang & Ilan Alon** (Rollins College, USA)

"A Guide to the Top 100 Companies in China provides a solid reference and starting point for Chinese and foreign scholars researching this emerging phenomenon. The editors make an important contribution to our understanding of the Chinese companies that inhabit China's competitive landscape."

Dr Mary B Teagarden

Professor of Management & Global Strategies
Thunderbird School of Global Management, USA
Editor of Thunderbird International Business Review

300pp (approx.) Summer 2010
978-981-4291-46-0 US\$58 £44

THE UCLA ANDERSON BUSINESS AND INFORMATION TECHNOLOGIES (BIT) PROJECT

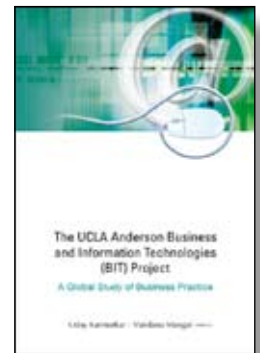
A Global Study of Business Practice

edited by **Uday Karmarkar & Vandana Mangal**
(University of California, Los Angeles, USA)

Key Features

- Contains surveys to help understand changes occurring in the information economy in countries located in various regions across the globe, providing a global picture of the economy
- Presents longitudinal survey data and findings that highlight trends brought about by information technology
- Includes GNP studies conducted by various countries analyzing trade and labor data
- Includes sector studies that capture technologies and business issues within specific sectors

572pp Aug 2009
978-981-283-945-9 US\$138 £104



Series on Economic Development and Growth – Vol. 4

INCLUSIVE VALUE CHAINS

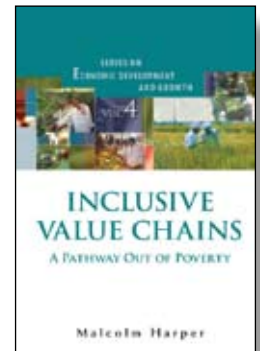
A Pathway Out of Poverty

by **Malcolm Harper** (Emeritus Professor,
Cranfield School of Management, UK)

Key Features

- Reviews 14 detailed case studies of value chains that include the poorest producers and which are profitable for everyone
- Studies products including fresh produce, food grains, forest products, fish, poultry and handicrafts, featuring producers from various states/provinces of India
- Analyses the examples to help reader understand which types of inclusive value chains work and which do not

300pp (approx.) Winter 2009
978-981-4293-89-1 US\$80 £60



LEAD WITH CASH

Cash Flow for Corporate Renewal

by **Harlan Platt** (Northeastern University, USA)

This book takes an entirely new look at how companies ought to be managed. It argues that managers need to focus on how corporate decisions affect the firm's cash. The author, who is well known in the fields of management and crisis management, suggests that companies that follow the paradigm presented in the book are more likely to survive tumultuous times, provide higher returns to their investors, and have a conducive work environment.

250pp (approx.) Summer 2010
978-1-84816-375-1 US\$45 £34

Bestselling Titles

Asia-Pacific Business Series – Vol. 5

GUANXI AND BUSINESS

(2nd Edition)

by **Yadong Luo** (University of Miami, USA)

Due to the growing academic and practical interest in *guanxi*, this second edition provides a timely update to the systematic and vigorous exploration of the various social, economic, cultural, and business issues relating to the complex concept and practice of *guanxi*.

Contents: Definition, Principles, and Philosophy of *Guanxi*; Economic Perspective of *Guanxi*; *Guanxi* and Firm Performance; Organizational Dynamics and *Guanxi*; *Guanxi*-Based Business Strategies; Foreign Businesses and *Guanxi*; *Guanxi*, Corruption and Governance; Practical Guidelines to *Guanxi* Cultivation.

412pp **Mar 2007**
978-981-270-046-9 **US\$75** **£41**



World Scientific Series on
 21st Century Business – Vol. 1

NEW BUSINESS IN INDIA

The 21st Century Opportunity

by **Paul Davies** (Onshore Offshore Ltd, UK)

“This second book by Paul Davies on the subject of doing business in India is based on a deep understanding of the realities of India and at the same time written by someone who is clearly an Indophile. The book is informative for those who are new to India or are encountering it in the early stages of doing business there. It helps with providing a reality check of the challenges. In this book India is seen as a market in itself rather than simply as a low cost centre and this shift in emphasis is important to those who want to do business in and with India.”



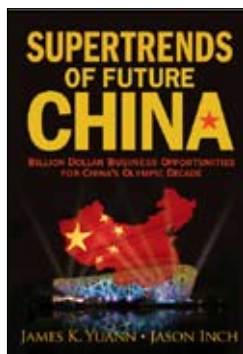
Dr Shailendra Vyakarnam
 Director, Centre for Entrepreneurial Learning,
 Judge Business School, Cambridge University
 Transitions, United Kingdom and the UK India Business Council

248pp **Jun 2008**
978-981-279-042-2 **US\$29.95** **£16**

SUPERTRENDS OF FUTURE CHINA

Billion Dollar Business Opportunities for China's Olympic Decade
 by **James K Yuann & Jason Inch**

Contents: Introduction: China, the Land of Mystery: The Good, the Bad, and the Ugly; China's Seeds of Growth; The Business Supertrends; The Social Supertrends; The Wealth Supertrends; Conclusions: Become a Gloriously Rich Businessperson.



308pp **Jul 2008**
978-981-281-439-5 **US\$27.95** **£15**

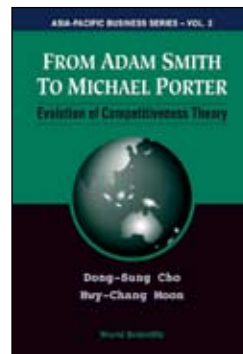
Asia-Pacific Business Series – Vol. 2

FROM ADAM SMITH TO MICHAEL PORTER

Evolution of Competitiveness Theory
 by **Dong-Sung Cho & HwY-Chang Moon**
 (Seoul National University)

“The authors provide perceptive, concise summaries of the significant theories from Adam Smith to Michael Porter, resulting in an excellent overview of economic thought as it pertains to trade.”

244pp **Nov 2000**
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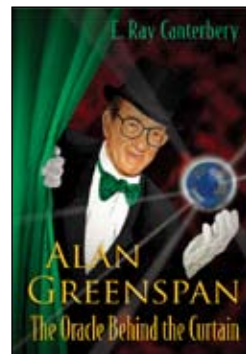
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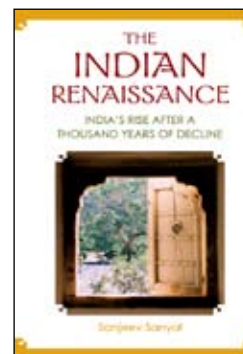
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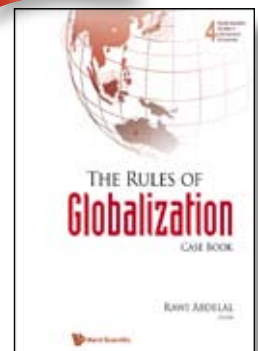
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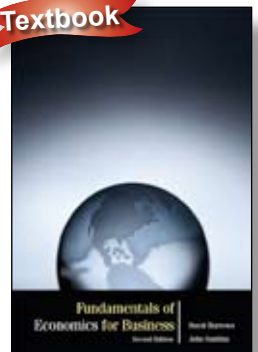
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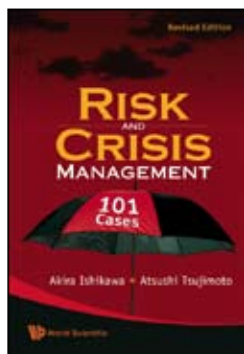
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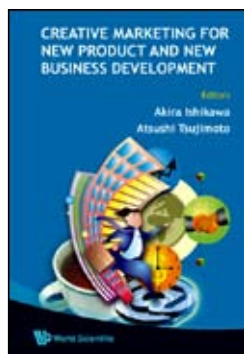


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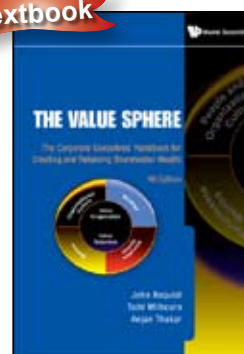
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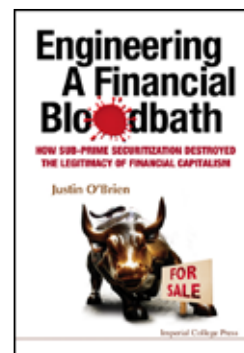


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