



1-1-1992

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*, 5 *TRANSNAT'L LAW*. 873 (1992).

Available at: <https://scholarlycommons.pacific.edu/globe/vol5/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

ACCOUNTING CERTIFICATION, EDUCATIONAL, AND RECIPROCITY REQUIREMENTS: AN INTERNATIONAL GUIDE. By Jack R. Fay. Quorum Books, 1992.

This book is a compendium of the educational and licensing requirements for accountants in various countries and jurisdictions throughout the world. The book discusses mutual reciprocity of certification recognition between jurisdictions and the duties and responsibilities of accountants in each locale. The author addresses each of these areas in separate chapters and on a country-by-country basis within each chapter. The appendices contain an extensive listing of international professional accounting organizations and standard-setting bodies. Mr. Fay has 32 years of teaching and professional accounting experience and is currently an Associate Professor of Accounting at Stetson University.

AN INVESTOR'S GUIDE TO THE KOREAN CAPITAL MARKET. By Il-woo Kim and Tai-soon Yoon. Quorum Books, 1992.

This book covers a very topical subject since the South Korean stock market was only recently opened to foreign investors in January, 1992. This book provides the first comprehensive coverage of the Korean securities market, the Korean economy, and a performance analysis of them for the past ten years. In addition, there is practical information on securities taxation regulations, rules for the purchase and sale of Korean securities by foreigners, new issues markets, and listing and disclosure requirements. Mr. Kim is an Associate Professor of Accounting at the University of Akron, Ohio. Mr. Yoon is the General Manager of the International Department of the Daehan Investment Trust Company with over 15 years of experience in the securities industry.

ENTREPÔT CAPITALISM: FOREIGN INVESTMENT AND THE AMERICAN DREAM IN THE TWENTIETH CENTURY. By Charles R. Geisst. Praeger Publishers, 1992.

An entrepôt is a trade intermediary. As such, this book gives an historical perspective on the U.S as a location for investment by foreign nations and business entities. The U.S. has become an entrepôt through the use of its financial markets by foreign investors. The author asserts that, though foreign investment in the U.S is at an all time high, this foreign interest has a positive effect on the overall U.S. economic climate. This work is a counterpart to Mr. Geisst's earlier examination of domestic investment in the United States, *Visionary Capitalism: Financial Markets and the American Dream in the Twentieth Century*. This book should be of primary interest to scholars and professionals in finance and investments, business history, and American history in general. Mr. Geisst, an author of several books on finance and politics, is a Professor of Economics at Manhattan College in New York City.

EXTRATERRITORIAL EMPLOYMENT STANDARDS OF THE UNITED STATES: THE REGULATION OF THE OVERSEAS WORKPLACE. By James Michael Zimmerman. Quorum Books, 1992.

Mr. Zimmerman has produced an exhaustive work on U.S. efforts to regulate the foreign workplace. This regulation occurs through private action or through trade and investment incentives, which encourage compliance with U.S. labor standards and set goals through economic coercion. Some of these methods apply only to U.S. nationals working overseas while others are more universal and apply to the foreign workforce in general.

Part I of the book focuses on the U.S. role in the enforcement of internationally recognized worker rights. These rights include rights of association, collective bargaining, freedom from discrimination, prohibitions on forced or compulsory labor, and reasonable age, hour, and safety requirements. Part II addresses employment standards for U.S. citizens employed abroad, including

1992 / Books Received

wage and hour regulations and statutes governing worker compensation standards, particularly at military installations or in areas where the risk of war is present. Part III discusses major policy concerns; the implications of applying U.S. employment standards and their effects on domestic producers, workers, and their representative organizations, exporters and importers, and multinational enterprises, and their employees. The publisher indicates that "this book is indispensable for managers, legal counsel for employers and employees and policy makers and labor leaders in any industry having contact with the global economy." Mr. Zimmerman is an attorney with Sparber, Ferguson, Naumann, Ponder & Ryan in San Diego California. He is a frequent author on international trade and labor issues.

FOREIGN INVESTMENT STRATEGIES IN RESTRUCTURING ECONOMIES: LEARNING FROM CORPORATE EXPERIENCES IN CHILE. By John M. Kline. Quorum Books. 1992

Mr. Kline, Deputy director of the Landegger Program in International Business Diplomacy at the Georgetown University School of Foreign Service, uses specific case studies and the cumulative learning experience of over seventy corporate investors in Chile to analyze and determine appropriate strategies for foreign investment in countries undergoing fundamental economic restructuring. Many countries, particularly in Latin America and Eastern Europe, continue to examine the success of the Chilean government in fostering privatization, debt conversion, open markets, and foreign investment, with the goal of spurring economic growth. These strategies are explored for a variety of industries including mining, banking, insurance, computer and telecommunication technology, chemicals, pharmaceuticals, and consumer products.

GLOBAL PERSPECTIVES ON ADVERTISING: SELF REGULATION PRINCIPLES AND PRACTICES IN THIRTY EIGHT COUNTRIES. By Jean J Boddewyn. Quorum Books, 1992.

This is an interesting overview of self-regulating advertising practices in a number of different countries. The book emphasizes that industry self-regulation is the best way to ensure that advertising is truthful, accurate, and wholesome. Both advantages and disadvantages are discussed, as well as the practical use of this form of regulation in terms of advertising industry membership, structure, standard-setting, complaint response, and relations with governments and consumer activist groups. Mr. Boddewyn is Professor of Marketing and International Business as well as Coordinator of the International Business Program at Baruch College of the City University of New York.

HIGH COMMITMENT WORKPLACES. By Stephen L. Fink. Quorum Books, 1992.

This book should be of interest to business managers interested in developing high employee commitment to performance as a means of improving the quality and productivity of the workplace. Mr. Fink, Professor of Management at the Whittmore School of Business and Economics at the University of New Hampshire, has employed extensive research and practical work with corporations in developing a methodology for identifying the essential elements of employee commitment. He provides practical solutions to remedy situations where low employee commitment levels are causing internal problems. Varying factors such as age, length of service, and educational levels are identified and different types of employee commitment are distinguished. For example, commitment to co-workers is distinguished from commitment to one's specific performance. Mr. Fink is a consultant to many corporations and has written other articles and texts on organizational behavior and management.

1992 / Books Received

INDETERMINISTIC ECONOMICS By Aron Katsenelinboigen. Praeger Publishers, 1992.

This book takes a new look at the various measures of micro- and macroeconomic performance and suggests that the traditional indicators of success, such as profit and GNP, should be re-examined. Dr. Katsenelinboigen, who has taught at the University of Pennsylvania's Wharton School of Business, suggests a new conceptualization of economic growth and development based on measuring performance potential of a business and its effective achievement of that potential. His work includes some strong suggestions and programs for a different philosophical approach to learning within the study of economic units and systems. He does this separately in several major sections, each one focusing on macro- and microeconomics which are preceded by an introductory section on the basic nature of the proposed economic model and how to go about learning it. Interestingly, one of the author's more novel suggestions is that methods of teaching business should be distinguished on the basis of students' expected right or left-brain orientations.

SOCIAL RESPONSIBILITY IN MARKETING: A PROACTIVE AND PROFITABLE MARKETING MANAGEMENT STRATEGY. By A. Coskun Samli. Quorum Books, 1992.

The publisher comments:

This unique book posits that by being socially responsible, marketing can achieve greater profits as well as a higher quality of life for the whole [of] society. This mission can be accomplished by being proactive, consumer oriented and by considering consumers' well-being as the highest priority. Marketing must reach out and cater to those who are less than equal opportunity consumers. Marketing must also develop environment- and consumer-friendly products and services.

Mr. Samli is a Research Professor of Marketing and International Business at the University of Florida, Gainesville. He

has published several other marketing policy treatises, more than thirty book length studies, and over two hundred articles in the field of marketing.

SUPPLIER PRICE ANALYSIS: A GUIDE FOR PURCHASING, ACCOUNTING AND FINANCIAL ANALYSTS. By Richard G. Newman. Greenwood Press, 1992.

This book is an easy-to-read guide on how to evaluate whether acquisition prices of supplier goods are satisfactory. It includes information on how to focus on areas of pricing which can be successfully negotiated and how to acquire necessary information in a cost effective manner to enhance the negotiating process. The author uses a series of simple examples followed by two rather complex case studies. This book also directs attention to suppliers who may offer the best opportunity for price reductions. A widely published author, Richard G. Newman is currently a visiting professor at the School of Management at Rockhurst College in Kansas City, Missouri.

THE IMPACT OF ADVERTISING LAW ON BUSINESS AND PUBLIC POLICY. By Ross D. Petty. Quorum Books, 1992.

Billed as "the first comprehensive public policy analysis of advertising law" this book suggests a number of ways to enhance advertising regulations in light of the competing needs of marketers, consumers, and taxpayers. Many of the recent cases interpreting and applying advertising laws are analyzed, as well as the Federal Trade Commission and Lanham Acts. In each instance, the author addresses how effectively various statutes serve the interests of both competition and consumers. There is also a discussion of current antitrust laws and regulations of the U.S. International Trade Commission. Mr. Petty, previously an attorney with the Federal Trade Commission for ten years and widely

1992 / Books Received

published in the area of advertising law and public policy, is now an Associate Professor of Law at Babson College.

THE RE-EMERGING SECURITIES MARKET IN CHINA. By Mei Xia, Jian Hai Lin and Phillip D. Grub. Quorum Books, 1992

The authors collectively analyze China's emerging securities markets in light of China's transition to private sector investment in conjunction with its foundational government controlled economy. The financial sector reforms, regulatory framework, and market scope are discussed, along with the philosophy and motivations of the bond and stock issuing companies. Future development prospects are analyzed with advice to government officials and potential investors. Jian Hai Lin, an economist at the International Monetary Fund, and Phillip Grub, Professor of International Business at George Washington University, have also co-authored *Foreign Direct Investment in China*. Mei Xia is currently a Senior Consulting Specialist with General Electric Information Services.

TRADE AND INVESTMENT OPPORTUNITIES IN CHINA: THE CURRENT COMMERCIAL AND LEGAL FRAMEWORK. By Dong Shizhong, Danian Zhang, and Milton Larson. Quorum Books, 1992.

James R. Lilley, former U.S. Ambassador to China and current Assistant Secretary of Defense for International Security Affairs, wrote the forward to this book. He states that "[t]his book provides a useful roadmap to those who have trade and investment interests in China. . . . It is timely, thorough and valuable." The authors have produced a thorough and practical guide for analyzing and structuring business relationships with customers and venture partners in China. It discusses the various commercial, financial, and legal reforms enacted by China so as to encourage foreign trade and investment. It should be of great informative value to businesses seeking to expand into the People's Republic of China.

Mr Shizhong is a Visiting Professor of Law from the people's Republic of China. Mr. Zhang and Mr. Larsen are both attorneys with extensive international business experience, including specific consulting on investment relationships in the People's Republic of China.

TRIANGULAR ARBITRAGE IN THE FOREIGN EXCHANGE MARKET: INEFFICIENCIES, TECHNOLOGY, AND INVESTMENT OPPORTUNITIES. By Marios Mavrides. Quorum Books, 1992.

This book is an illustration of triangular arbitrage in foreign exchange markets. Triangular arbitrage in currencies involves converting one currency into another, then to a third, and then back to the original currency in an effort to profit on the exchanges. Once only a theory, this practice has become increasingly common with the advent of independent cross markets in currencies and computerized trading methods. The book initially addresses the nature and procedures involved in the Foreign Exchange Market and closes with practical methods for taking advantage of market inefficiencies in generating a profit. Mr. Mavrides, a certified public accountant, is an Assistant Professor of Economics at Rosary College in River Forest Illinois. His research focuses on the efficiency of the Foreign Exchange Market.

VALUE ADDED RECORDS MANAGEMENT: PROTECTING CORPORATE ASSETS AND REDUCING BUSINESS RISKS. By Karen L. Sampson. Quorum Books, 1992.

As we move to the twenty-first century, business information management is evolving at a faster pace each year. The need for gathering specific types of information to keep up with litigation response, governmental inquiry, and day-to-day resource needs requires businesses to take a fresh approach to records management. Additionally, as the world evolves from a paper-based to a paperless society, more controls are going to be

1992 / Books Received

necessary. This book is written by a records management consultant and former corporate records manager. Karen Sampson gives a fresh insight into the need for careful records management using situational illustrations of the value of providing necessary information on a cost efficient basis. Some of the topics discussed include the preservation of legal rights and business assets, the security of records, the handling of sensitive documents, integrating media choices, and planning for the future.

