

JUST PUBLISHED

Competitive Business Strategies of Asian Transnational Corporations

(ST/ESCAP/1785)

This monograph presents the detailed results of a survey of transnational corporations from four Asian countries. These corporations pay particular attention to their choice of location and production in a foreign market, to management, and to long-term strategies to sustain growth. The research suggests that Asian transnational corporations are geared towards competition in the global and regional market-place. They locate foreign investment in both developed economies to access new technologies and service industry facilities and in neighbouring countries to seek market opportunities and profits. Production strategies are related to previous experiences in domestic markets and to the technologies that they access. Management is largely conservative, with little concern in smaller Asian transnational corporations for decentralization of decision-making to foreign affiliates. The mark of long-term corporate strategy is flexibility in order to respond to opportunities that might serendipitously turn up in a new foreign market.

La inversión extranjera en América Latina y el Caribe: Informe 1996

(Sales No. S.97.II.G.7) (US\$ 8)

This 150-page document prepared by the ECLAC/UNCTAD Joint Unit analyses the tendencies of foreign direct and portfolio investment in Latin America and the Caribbean in 1996. The analysis is placed in the context of the difficulties with short-term debt instruments experienced by some Latin American countries in 1995. The first, long section of the report touches upon such topics related to foreign direct investment as inflows to the region during the 1990s, the principal country recipients, the sectoral composition of inflows, their origin, the significance of the inflows in respect of GDP and gross capital formation, the importance of privatization-related inflows, and

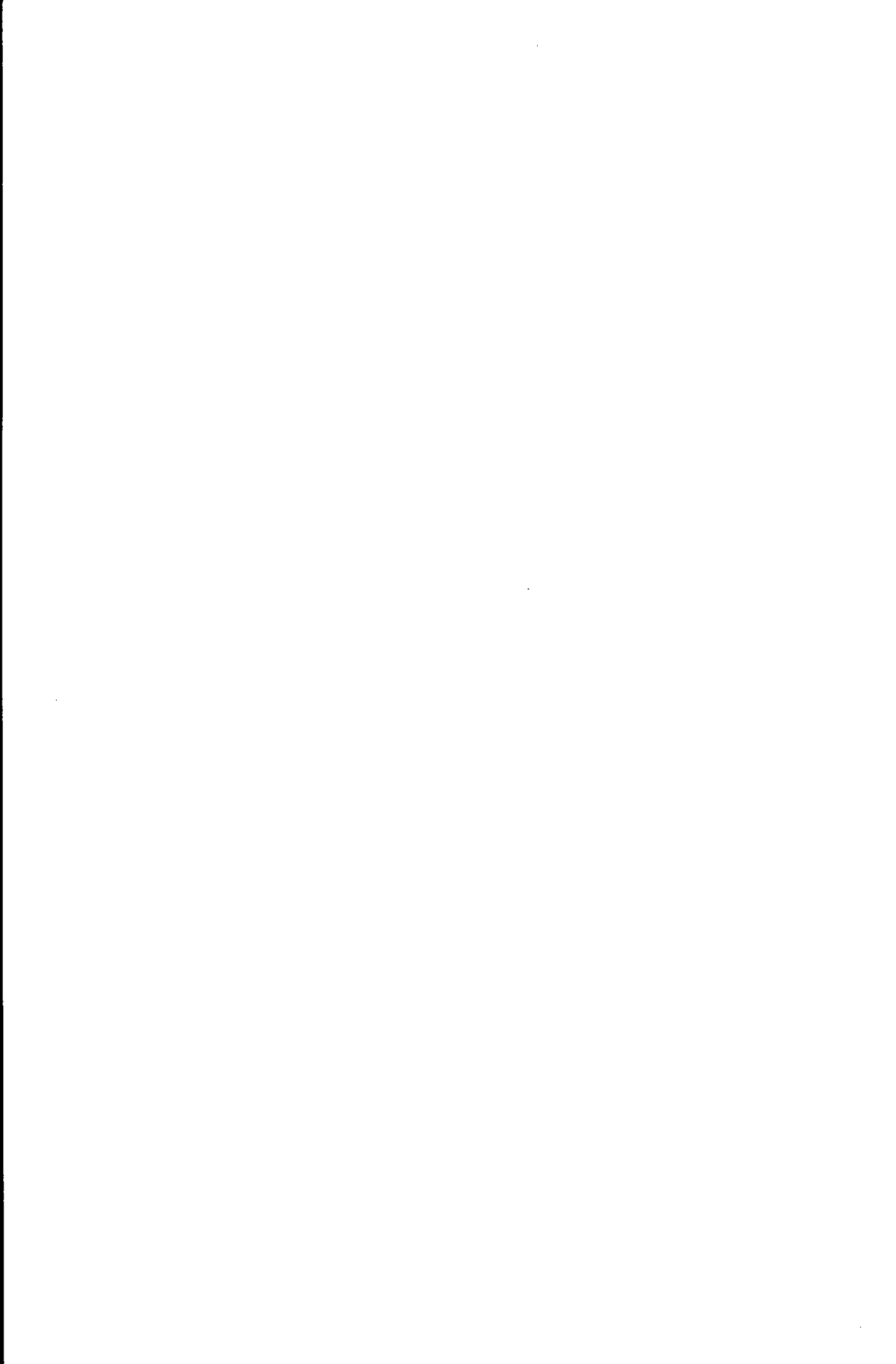
their profitability, as well as information on outflows from the region. The second section deals with portfolio investment in bonds and capital shares. The document contains 40 pages of detailed statistical annexes.

Pro-Invest. Special issue of *Transnationals* (vol. 9, nos. 2-3)

Transnationals is a quarterly newsletter, available free of charge. This special issue focuses on the second annual conference of the World Association of Investment Promotion Agencies (WAIPA), held in Geneva from 23 to 26 September 1997.

Books received on foreign direct investment and transnational corporations since August 1997

- Baldone, Salvatore and Fabio Sdogati (eds.), *EU-CEECs Integration: Policies and Markets at Work* (Milano: Franco Angeli, 1997), 322 pages.
- Björkman, Ingmar and Mats Forsgren (eds.), *The Nature of the International Firm: Nordic Contributions to International Business Research* (Copenhagen: Copenhagen Business School Press, 1997), 500 pages.
- Buckley, Peter J., Jaime Campos, Hafiz Mirza and Eduardo White (eds.), *International Technology Transfer by Small and Medium-Sized Enterprises* (Basingstoke: Macmillan Press and New York: St. Martin's Press, 1997), 504 pages.
- Comeaux, Paul E. and N. Stephan Kinsella, *Protecting Foreign Investment under International Law: Legal Aspects of Political Risk* (Dobbs Ferry, N.Y.: Oceana, 1997), 448 pages.
- Conklin, David and Don Lecraw, *Foreign Ownership Restrictions and Liberalization Reforms* (Aldershot, Hampshire: Ashgate, 1997), 223 pages.
- Dunning, John (ed.), *Governments, Globalization and International Business* (Oxford: Oxford University Press, 1997), 518 pages.
- Eaton, B. Curtis and Richard G. Lipsey, *On the Foundations of Monopolistic Competition and Economic Geography: The Selected Essays of B. Curtis Eaton and Richard G. Lipsey* (Cheltenham: Edward Elgar, 1997), 352 pages.
- Kim, Linsu, *Imitation to Innovation: The Dynamics of Korea's Technological Learning* (Boston: Harvard Business School Press, 1997), 303 pages.
- Man, Jim, *Beijing Jeep: A Case Study of Western Business in China* (Boulder, Colorado: Westview Press, 1997), 351 pages.
- Simai, Mihály, *International Business Policy: Transnational Corporations and Their Structural Effects on the International Division of Labour*. Trends in World Economy No. 79 (Budapest: Institute for World Economics of the Hungarian Academy of Sciences, 1996), 106 pages.
- Toyne, Brian and Douglas Nigh (eds.), *International Business: An Emerging Vision* (Columbia: University of South Carolina Press, 1997), 701 pages.

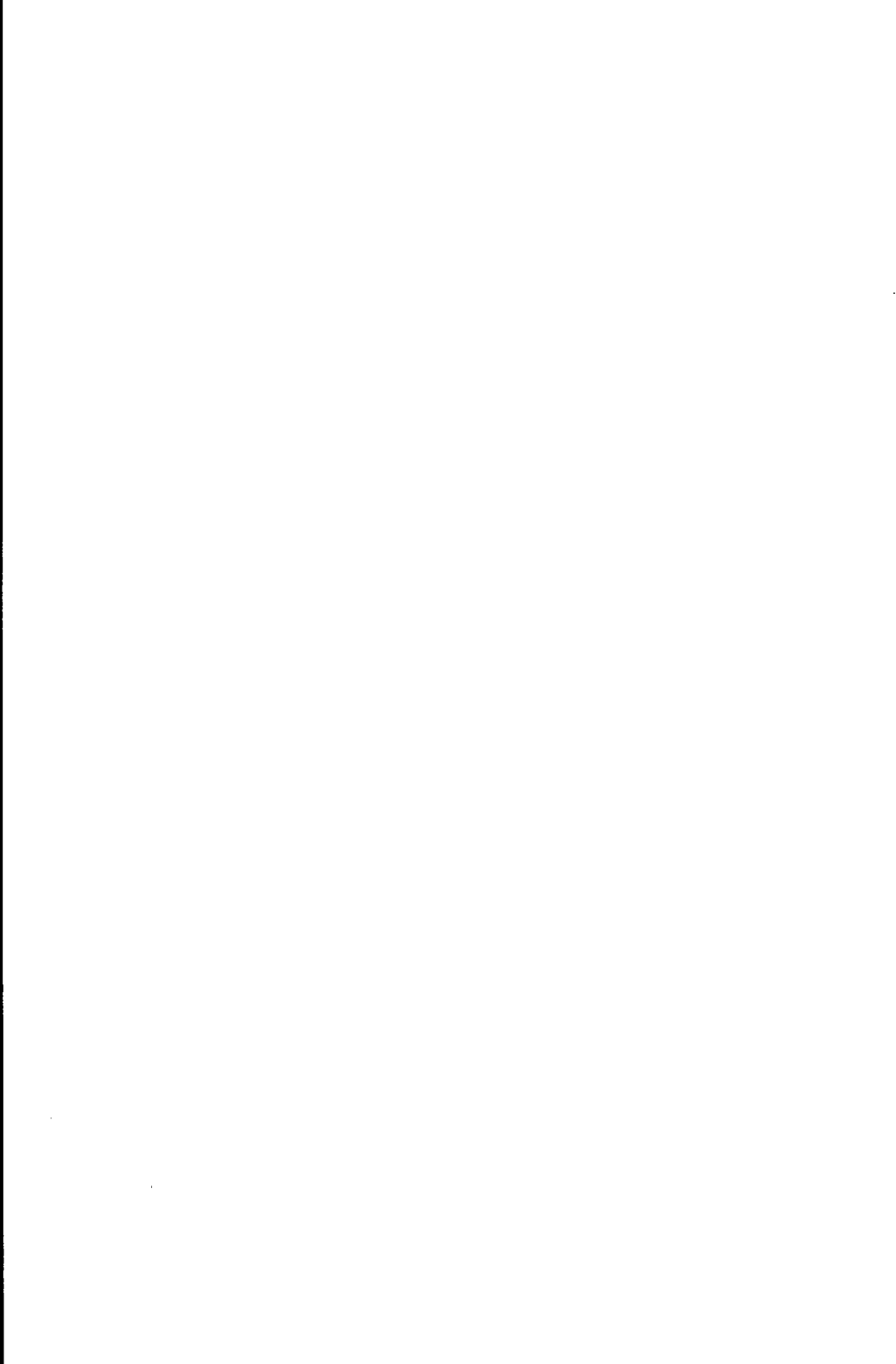


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Volume 6, Number 1, April 1997

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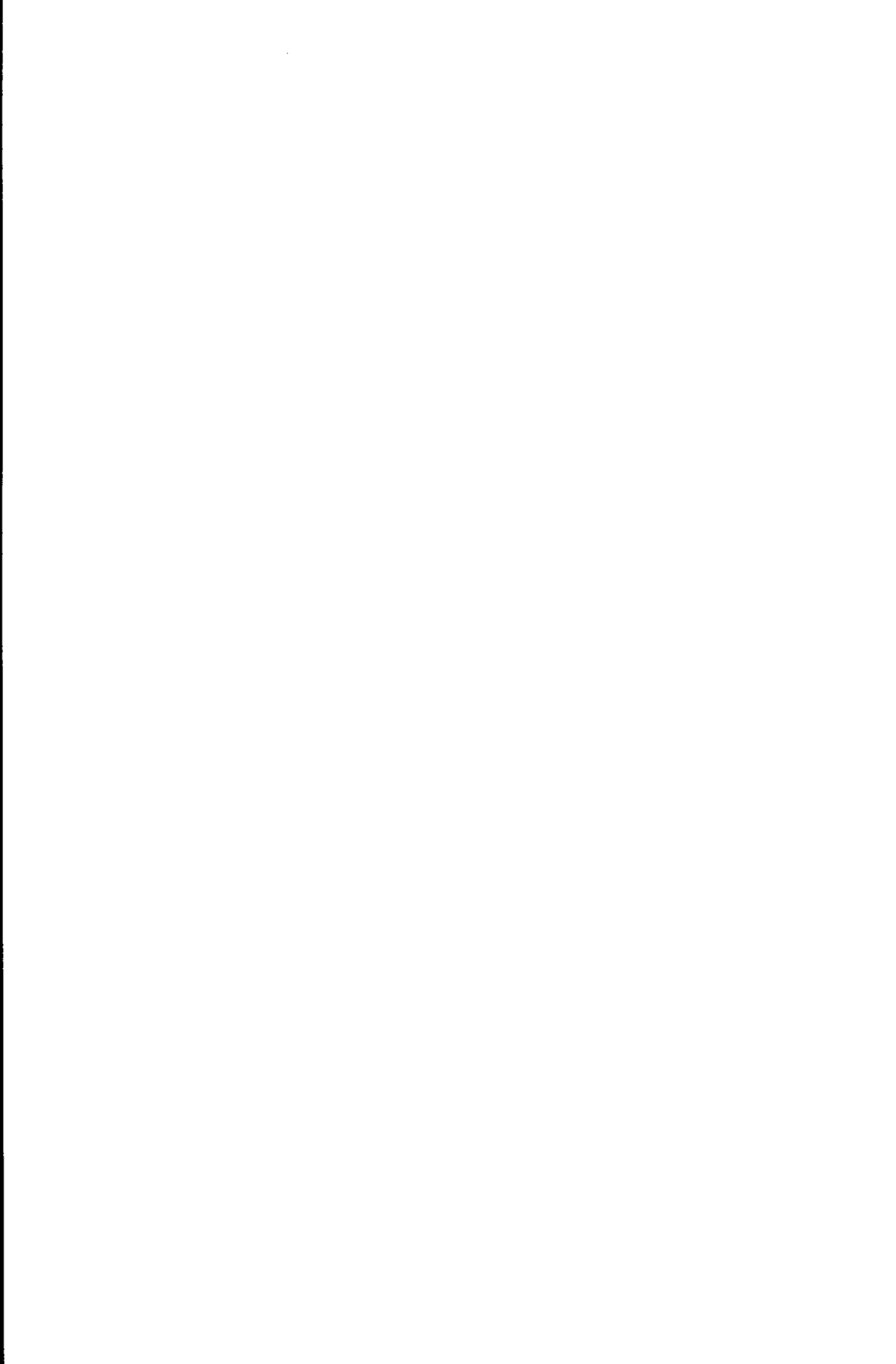
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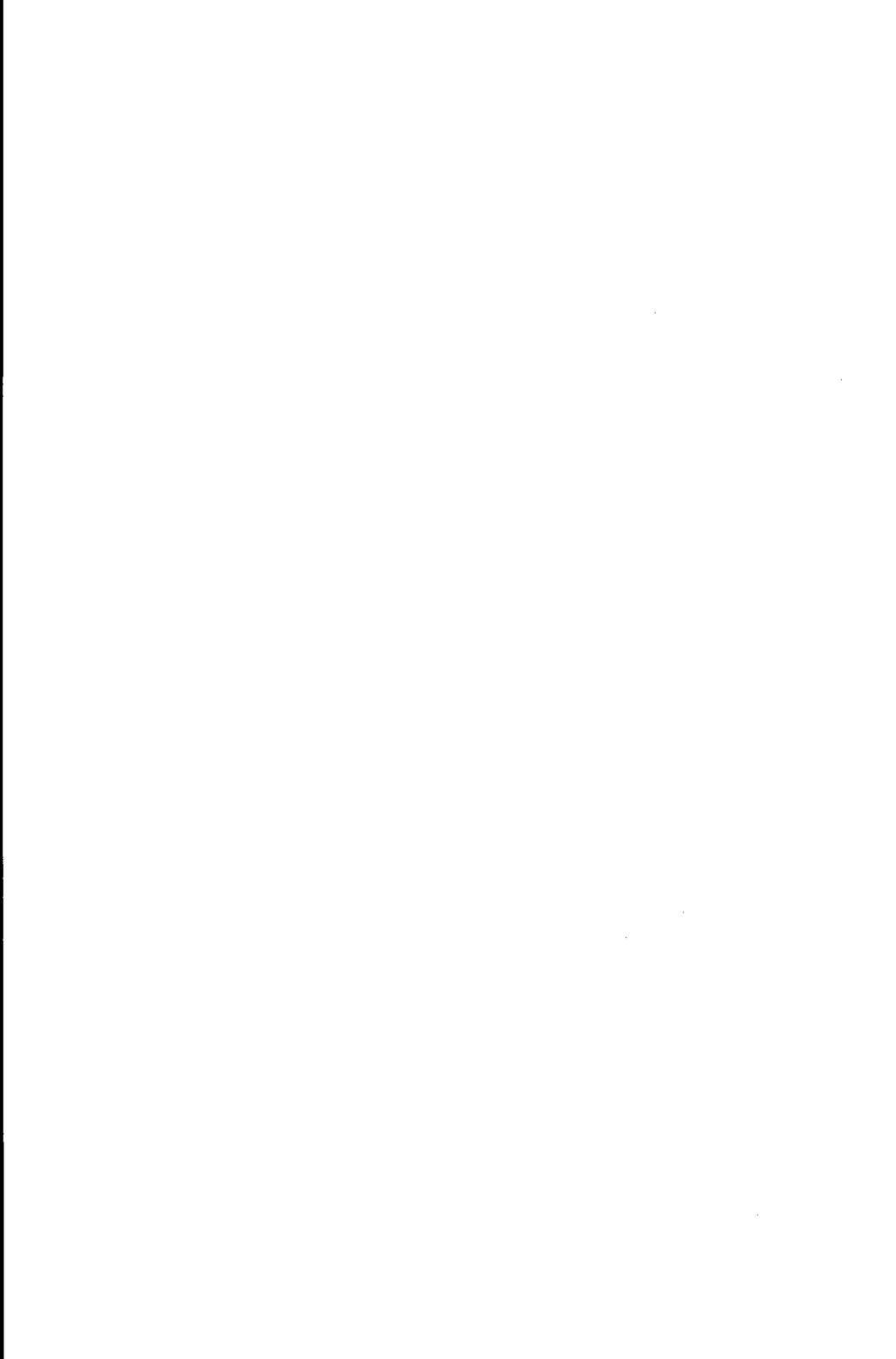
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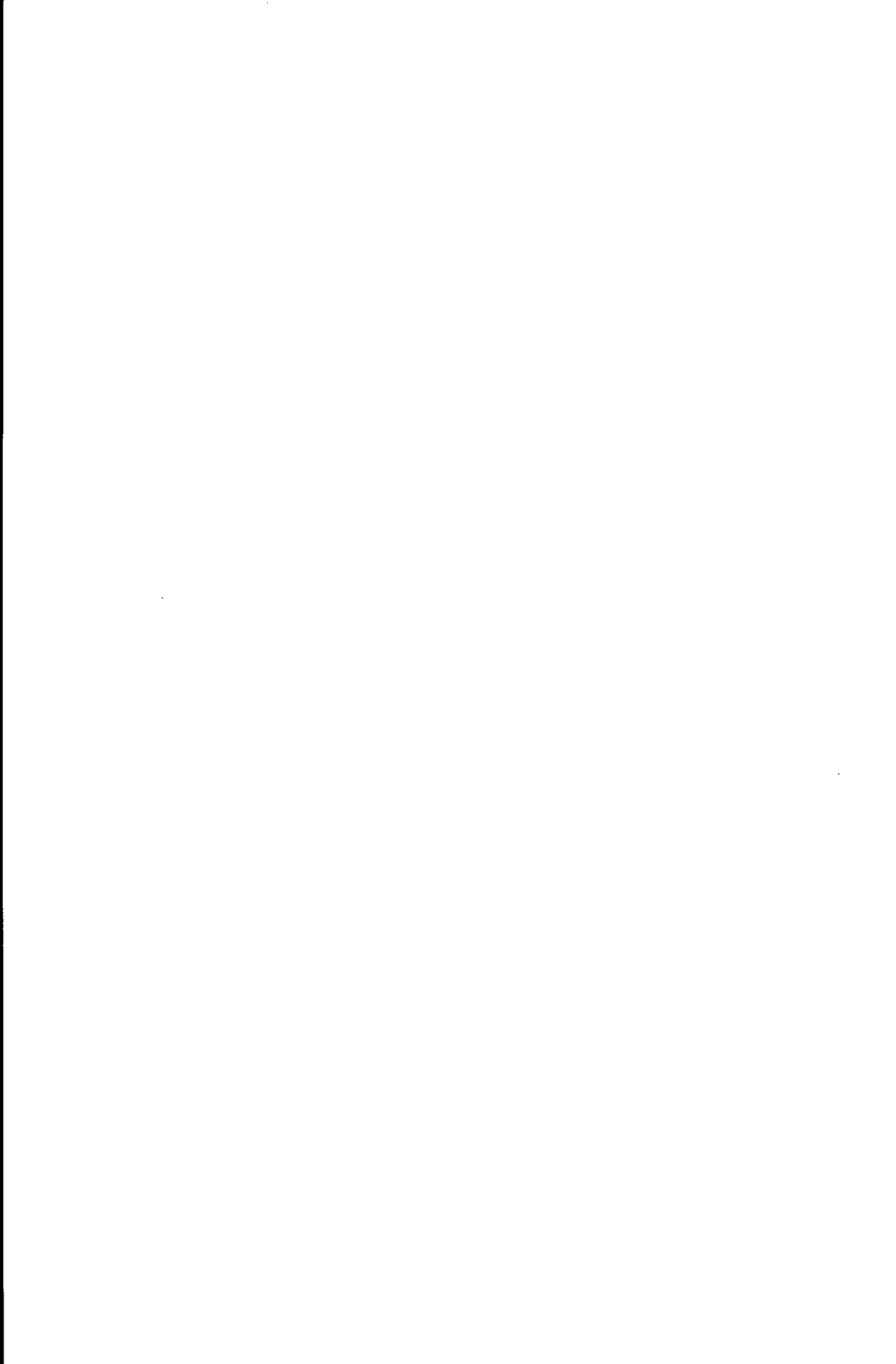
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