

## Agents of Neoliberal Globalization

Depictions of globalization commonly recite a story of a market unleashed, bringing Big Macs and iPhones to all corners of the world. Human society appears as a passive observer to a busy revolution of an invisible global market, paradoxically unfolding by its own energy. Sometimes, this market is thought to be unleashed by politicians working on the surface of an autonomous state. This book rejects both perspectives and provides an analytically rich alternative to conventional approaches to globalization.

By the 1980s, an enduring corporate coalition advanced in nearly synonymous terms free trade, tax cuts, and deregulation. Highly networked corporate leaders and state officials worked in concert to produce the trade policy framework for neoliberal globalization.

Marshalling original network data and a historical narrative, this book shows that the globalizing corporate titans of the late 1960s aligned with economic conservatives to set into motion this vision of a global free market.

Michael C. Dreiling is a sociology professor at the University of Oregon specializing in political and environmental sociology. He is the author of two books and numerous research articles, and is presently working on a comparative study of energy industry networks. Awarded Distinguished University Teaching in 2009, the Martin Luther King Jr. Distinguished Service Award in 2010, and numerous leadership awards in 2015, Professor Dreiling is also active in the nonprofit world to promote nonviolence, environmental care, and an economy that is fair for all. *A Bold Peace* – a feature documentary film coproduced with Matthew Eddy – depicts that vision of a better world.

Derek Y. Darves holds a PhD in sociology from the University of Oregon, where he focused on organizational theory, quantitative methods, the sociology of religion, and power structure research. Currently he is the Senior Data Scientist for a pension fund in New York City. An ordained Episcopal priest, he has contributed to several empirical reports on trends within the Episcopal Church and also serves part-time at a variety of churches in the Episcopal dioceses of Newark and New York.

# Agents of Neoliberal Globalization

*Corporate Networks, State Structures,  
and Trade Policy*

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*To our children:*  
*Nalani, Nile, and Hana Dreiling*  
✧  
*Rosalie Darves*

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This book emerges from a research trajectory begun by Michael Dreiling in 1998 that sought to explain how it is that large corporations achieved such a central role in the trade advisory system under the Office of the US Trade Representative. A strictly historical answer that focused on the 1974 Trade Act was unsatisfactory, given the politics of trade globalization during the 1990s, and elevated concerns about democracy and social inequality. Understanding how the 1974 Trade Act opened the avenues for more direct corporate involvement in the making of US trade policy was certainly an interesting question. But the strong correlation between the corporate appointees to advisory posts and their membership in leading corporate policy associations raised both substantive and theoretical puzzles about the *contemporary* exercise of power in the wider context of democracy and globalization. The mass protests and police counter-mobilizations in Seattle 1999 spoke to these stark issues.

Derek Y. Darves joined the research project in 1999 and mastered the issues as well as the quantitative methods, as presented in his 2006 doctoral dissertation at the University of Oregon. This book incorporates many of those wonderful analyses. Collaboratively, our work embarked on a project to bring a confirmatory network approach to macro-historical questions about corporate power and globalization. We acknowledge that such an endeavor is complex and likely to face real limitations. Any shortcomings to this project, we acknowledge, are our own. We take full responsibility for any errors in the logic or consistency of our presentation. Yet, numerous people have inspired and improved this project through their comments, support, and criticism. We share our appreciation for G. William Domhoff, whose comments at a 2007

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## Common Abbreviations

AEI	American Enterprise Institute
BRT	Business Roundtable
CAFTA	Central American Free Trade Agreement
CBI	Caribbean Basin Initiative
CEA	Council of Economic Advisers
CED	Committee for Economic Development
CFR	Council on Foreign Relations
DOC	Department of Commerce
ECAT	Emergency Committee for American Trade
ERT	European Business Roundtable
FDI	foreign direct investment
FF500	<i>Fortune</i> and <i>Forbes</i> 500 directories
GATT	General Agreement on Tariffs and Trade
MNC	multinational corporation
NAFTA	North American Free Trade Agreement
NAM	National Association of Manufacturers
NICs	newly industrializing countries
OAS	Organization of American States
PNTR	Permanent Normal Trade Relations
STR	Office of Special Trade Representative
TACs	Trade Advisory Committees
TPA	Trade Promotion Authority
TRIMs	trade-related investment measures
TRIPs	trade-related intellectual property rights
USA*NAFTA	US Alliance for NAFTA
USCIB	US Council for International Business
USTR	Office of the United States Trade Representative
VFCRs	voluntary restrictions on capital outflows
WTO	World Trade Organization