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0521850029 - International Business and Government Relations in the 21st Century

Edited by Robert Grosse

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*International Business and
Government Relations in
the 21st Century*

This book offers an outlook on relations between national governments and multinational companies that provides broad coverage of the key issues likely to determine that relationship in the new century. From the perspective of the company decision maker concerned with national regulation and incentive policies, to the host government policymaker in an emerging market, to the home government policymaker in a Triad country, each dimension is considered and analyzed in light of the others. As well, additional stakeholders such as labor groups, shareholders, non-governmental organizations, local governments, and regional organizations are discussed and their impacts on the relationship are evaluated.

ROBERT GROSSE is Professor of International Business and Director of CIBER at Thunderbird, The Garvin School of International Management.


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Acknowledgments

This book was written in honor of Jack N. Behrman, long-time Professor of International Business at the University of North Carolina and pioneer in the field of international business. His writings on international business–government relations began in the 1950s, and he focused more on this issue than any of the other leaders of the field at that time. His insights into problems such as international licensing of technology, multinational firms and the balance of payments, multilateral regulation of multinational firms, multinationals and US interests, and the large theme of the legitimacy of the multinational enterprise have identified central problems and possible solutions in government–business relations that remain valuable in the debates today.

The book was an attempt to bring together many of the leaders in thinking about international business–government relations from the past forty years, and to explore the direction of these relations in the new century. Authors were asked to prepare papers that would look conceptually at what they considered to be major issues today, and to analyze them in a forward-looking manner such that their conclusions might provide guidance to managers and policymakers in the new century. The papers were presented in a conference at Thunderbird in Arizona on January 5, 2004. Although two of the authors were unable to attend, the rest spent a day of debate and reflection on issues ranging from the obsolescing bargain to the problems of firms dealing with multiple jurisdictions and pressure groups with different agendas. What emerged was a consensus that the subject is alive and well in the academic arena – and a hope that new decision makers might be able to learn from and avoid some of the mistakes of their predecessors, about whom we have written in the past.

We would like to thank Jack N. Behrman for his contributions to the field of international business, and especially his contributions to the understanding of international business–government relations. His participation in the conference at which these papers were presented

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added a very valuable dimension to the discussions, and it was a wonderful opportunity for colleagues to share our appreciation with him. To illustrate the scope of his contributions, a separate listing of selected publications of Jack N. Behrman on government–business relations is included in the reference section of this book.

The editor would also like to thank several people at Thunderbird who helped in making the conference and the book a success. Tania Marcinkowski and Marie Gant, CIBER Assistant Directors, both made great efforts in putting together the conference, interacting with the authors, tracking down both logistical details as well as bibliographic ones, and adding their suggestions to improve the whole process. Graduate assistants Tamara Bennett, Eric Grimmer, Yanfang Lei, and Santiago Martello provided excellent research assistance. And Thunderbird, The Garvin School of International Management, provided major financial support for the whole project.