FROM THE EDITORS

We have devoted a large part of this issue to East-West business—a subject of considerable interest to teachers, researchers, businessmen, and government officials. Although the selection does not intend to cover the subject comprehensively, the combination of articles should be especially useful for professors who want to use additional material on East-West business in their classes, for governmental policy makers, and for business practitioners. We hope that, above all, these articles will stimulate more research in the field.

The articles in this issue are probably representative of ongoing, pragmatic research oriented toward policy making in East-West business. Research in this field presents special problems because we must account for the crucial role of governmental policies in both the East and the West, the changing political relationships and influences, and the major gaps in knowledge about the central plans of Socialist countries. The articles shed some light on some significant issues, such as the magnitude and pattern of U.S. participation in East-West industrial cooperation agreements; the role of imports from the U.S. in providing the Soviet Union with technology to fulfill its central plans; alternative ways of assessing market potential in the USSR and Eastern Europe; estimated exports by U.S. subsidiaries in Western Europe to Eastern Europe; and businessmen's assessments of opportunities for trade with China.

Most of the articles were received in the regular process of submission during the past year. Professors Lange and Elliott were commissioned to review and integrate some major developments that affect U.S. participation in East-West trade.

A survey of the Editorial Board and AIB members this past summer showed that more than 70 per cent of the respondents strongly favored book reviews of significant books in international business. Therefore, we are planning to appoint a book review editor in the near future, and we expect to initiate a book review section in 1978.

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