

## BOOKS AND OTHER PUBLICATIONS RECEIVED

Boddewyn, J.J., and Marton, Katherin. *Comparison Advertising: A Worldwide Study*. New York: Hastings House, 1978

Connor, John M. *The Market Power of Multinationals: A Quantitative Analysis of U.S. Corporations in Brazil and Mexico*. Praeger Special Studies. New York: Praeger Publishers, 1977.

Coolidge, Philip; Spina, George C.; Wallace, Don, Jr., eds. *The OECD Guidelines for Multinational Enterprises: A Business Appraisal*. Washington: The Institute for International and Foreign Trade Law, Georgetown University Law Center, 1977.

Feinschreiber, Robert. *International Tax Planning Today*. Greenvale, N.Y., 1977.

Stobaugh, Robert B. *Nine Investments Abroad and Their Impact at Home: Case Studies on Multinational Enterprises and the U.S. Economy*. With the collaboration of J. de la Torre, Jr.; R.H. Hayes; J.V. Jucker; R.W. Moxon; R.M. Rodriguez; J.G. Keddie; P. Nueno; J. Pogrow; R.C. Ronstadt; P. Telesio; P.L. Townsend. Cambridge, Mass. and London: Harvard University Press, 1976.

Tsurumi, Yoshi, *The Japanese Are Coming*. Cambridge, Mass.: Ballinger, 1976.

U.N. Centre on Transnational Corporations. *Survey of Research on Transnational Corporations*. New York: United Nations, 1977.

Vambery, Robert G. *Capital Investment Control in the Air Transport Industry*. Dobbs Ferry: Oceana Publications, 1977.

Vernon, Raymond. *Storm over the Multinationals: The Real Issues*. Cambridge, Mass. Harvard University Press, 1977.

### OTHER

"Boundaries and Big Business: The Regulation of Multinational Corporations." *Journal of Contemporary Business* 6:4 Autumn 1977. Seattle: Graduate School of Business Administration of the University of Washington.

### EDITOR'S NOTE

Book reviews will be selected in the future from the books listed above and from others subsequently received. The listing of a book does not assure a review of the book in JIBS.