NEW FROM THE FREE PRESS

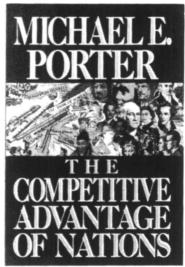
66An important work. By emphasizing the value of both domestic and foreign competition in strengthening a nation's industries, Michael Porter provides a compelling argument against marching down the path of managed trade.

-Roger Porter

THE COMPETITIVE ADVANTAGE OF NATIONS

Michael E. Porter, Harvard Business School

With the publication of his best-selling Competitive Strategy and Competitive Advantage, Michael E. Porter established himself as the leading authority on competitive advantage. Now, at a time when economic performance rather than military might will be the index of national strength, Porter builds on the seminal ideas of his earlier works to explore what makes a nation's firms and industries competitive in global markets and propels a whole nation's economy to advance.



1990 ISBN: 0-02-925361-6 \$35.00

"Michael Porter clearly expresses the virtues of competition, innovation, and risk-taking. His book offers insightful diagnoses of chronic economic ills and useful guidelines to a more prosperous economy. It should be read by policymakers and citizens alike."

—Senator Bill Bradley

"Michael Porter thoroughly documents the nations and industries that have benefited from competing on the merits of their products and services and builds a compelling case that, rather than bemoaning global competition, we should be embracing it wholeheartedly."

-John A. Young, President and C.E.O., Hewlett-Packard Company

"Fascinating reading...a marvelously helpful framework for assessing the merits and demerits of various constellations of policies directed toward encouraging production, growth, and competitiveness."

-A. Michael Spence, Harvard University

For VISA, MasterCard, or American Express orders, call toll-free 1-800-323-7445 between 9am-5:30pm Eastern Time.



Cornell Studies in Political Economy

a series edited by Peter J. Katzenstein

Patchwork Protectionism

Textile Trade Policy in the United States, Japan, and West Germany By H. RICHARD FRIMAN. "This original book takes on the fundamentally important task of bridging the gap between competing approaches in international political economy. Patchwork Protectionism considers the policies of three major countries in a systematic and revealing way and fills a lacuna in comparative economic analysis."—Vinod K. Aggarwal, University of California, Berkeley. \$27.95

Cooperation among Nations

Europe, America, and Non-tariff Barriers to Trade

By JOSEPH M. GRIECO. "This innovative and well-argued book attacks the basic conceptual underpinnings of much of the current literature in international relations. The primary empirical research—the exhaustive cataloguing of the Tokyo Round results—is both original and extremely useful."—John Conybeare, University of Iowa. \$13.95 paper, \$39.95 cloth

Pathways from the Periphery

The Politics of Growth in the Newly Industrializing Countries
By STEPHAN HAGGARD. Haggard provides the first comprehensive comparison of the politics of industrialization in Brazil, Mexico, South Korea, Taiwan, Hong Kong, and Singapore and offers new evidence on current issues in comparative political economy, including the implications of different growth paths for dependency, equity, and democracy. \$12.95 paper, \$37.50 cloth

Cornell University Press

124 Roberts Place, Ithaca NY 14850

Power, Protection, and Free Trade

International Sources of U.S.
Commercial Strategy, 1887–1939
By DAVID A. LAKE. New in paper! "Lake has written an excellent book. . . . His version of structuralism in the trade area is by far the most sophisticated and nuanced we have."—American Political Science Review. \$11.95 paper, \$32.50 cloth

The Fruits of Fascism

Postwar Prosperity in Historical Perspective

By SIMON REICH. Reich offers a provocative analysis of the origins of postwar West German prosperity and British economic decline, and of the consequences of direct investment by foreign multinational corporations. He contends that ideological and institutional characteristics originating under fascism heavily influenced the economic success of Germany's automobile industry. \$14.95 paper, \$42.50 cloth

Also of Interest:

Why Nations Cooperate

Circumstance and Choice in International Relations

By ARTHUR A. STEIN. In this lively and accessible book, Stein offers a new explanation of international cooperation and conflict as products of circumstance and choice. \$29.95

Governing Capital

International Finance and Mexican Politics

By SYLVIA MAXFIELD. In this challenging interpretation of the Mexican political economy, Maxfield argues that capital-controlling economic policies can have benefits that outweigh the efficiency costs of government intervention. \$24.95