

Books of Note

New books of especial interest for international executives.

UNIVERSITY EDUCATION FOR INTERNATIONAL BUSINESS

Vern Terpstra, Associate Professor, University of Michigan. Ann Arbor: Association for Education in International Business (c/o Prof. Terpstra, Graduate School of Business Administration), 1969, 203 p. \$5.00.

Working on behalf of the Association for Education in International Business, Professor Terpstra has compiled a unique collection of descriptions of international business programs in U. S. universities. Inquiries were sent to 172 universities of which 111 replied. A dozen or so of the universities which did not reply have substantial international business programs but the great majority of business schools with active international work are included in the book. Of the 111 respondents, 95 offer a total of 510 international business courses.

For each business school a general note on the character of the international programs is given, including undergraduate, master's degree and doctoral work. This is followed by a description of each course prepared by the professor teaching it. The descriptions include the objective, content, teaching materials and methods and frequency of instruction. Both program and course descriptions deal with the current situation and changes contemplated.

The book also contains two summary tables. One lists the schools according to level of international business studies offered: undergraduate (68 schools), master's (72) and doctoral (21). The second classifies the courses of each school under 13 subject categories. Of the 510 courses, the largest number are in International Marketing - 95, followed by General Introductory - 94, Management - 78, Finance - 61, Advanced General - 57, Comparative - 36, Area studies - 36, Economics - 27, Accounting - 17, Law - 13, Transportation - 12, Industrial Relations - 6, and Miscellaneous - 12.

Professor Terpstra's compilation is an invaluable source-book for teachers. But it will also be useful for others concerned with the nature of studies in this field in U. S. universities, notably businessmen looking for graduates to work in international operations and those seeking advice on where to study international business.

THE EUROPEAN COMMUNITIES TODAY AND TOMORROW

Business International: Geneva (54 bis, Route des Acacias, 1227 Carouge, U. S.: Business International, 757 Third Ave., N. Y.), 1969, 95 p. \$60.00.

This is a status report on the recent progress of the European Community and its problems and prospects for the next few years. Most of the report is devoted to describing each facet of the EC and the current questions concerning its future. These include the governing institutions, EC economic policies, harmonization efforts in taxes, labor, energy and transportation, corporate operating problems chiefly in law (patents, competition and the European Company), and foreign trade. There are also eight caselets describing how such companies as Caterpillar and Gillette have structured their European operations to fit the evolving pattern of EC.

Particularly interesting is BI's assessment of four major issues now evolving in the EC: enlargement, agriculture, U. S. investments and the technology gap. In general BI predicts that, "After years of a virtual standstill, the six member states of the Common Market appear ready to move ahead with enlargement and fuller integration." The favorable outcome of the meeting of the Six's government leaders at the Hague in December 1969 apparently points in this direction. Gen. de Gaulle's departure has removed a key obstacle and an incentive has been given by two key lessons: to avoid a recurrence of the 1968-69 monetary crisis greater integration is desired and to meet the U. S. competitive challenge a larger market including Britain is needed.

On the entry of Britain, BI feels that the greater power of Germany relative to France and the improvement of Britain's balance of payments are favorable factors. A general election in Britain by 1971 might delay action but enlargement to include Britain and other countries is expected soon. Changes in 1970