book was well done by Frederick M. Uleman of Japan Research. As a result it reads well. What the book needs is total reorganization, a task which could be a challenge for someone interested in Mr. Kobata’s contributions.

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Perhaps, a better title for this edited edition of essays on East Asian economic history would be “The Historical Origins of East Asia’s Trade and Industrial Development” or “East Asia’s Early Trade and Development Patterns.” This is because it focuses on changes in trade in various commodities taking place within East Asia and between East Asia and the rest of the world prior to 1940 and primarily before 1869. In addition, the essays deal as much or more with China’s influence on these developments as with Japan’s.

In the first essay, Heita Kawakatsu argues that Japan’s early Meiji industrialization was at least and probably more influenced by trade and competition within Asia than with the Western industrialized nations. Further, this influence did not begin in 1869 but well before that. Indeed, in some cases even before the Tokugawa period. Sakae Tsunoyama introduces an analogous point with respect to Japanese import substitution strategies and experience in a later essay. These are themes that are repeated in several other essays as well not only for Japan but for other Asian countries too, particularly China. Indeed, Kawakatsu’s second essay on the early global markets for cotton textiles goes into some detail on the different types of cotton and cloth and their use. This is to demonstrate Japan’s specialization at this time in coarser Asian cottons for which the market was East Asia rather than the finer cottons produced and exported by the United States and Great Britain.

This is followed by three essays respectively by Chumei Ho, Dennis Flynn and Arturo Giraldez, and Takeshi Hamashita on the seventeenth century Asian ceramic trade, the flow of silver and luxury goods between Spanish America and Asia, and the Chinese tribute and related trade systems during the Ming and early Ching Dynasties. These studies present a detailed view of the very active trade relations between Asia and other parts of the world as well as the substantial amounts of money involved. They also seek to demonstrate that trade.
within Asia or between Asia and the Americas was at least as large as that between Europe and Asia. At the same time, their data clearly show that there have been large swings in the types and quality of goods produced and where they were sold, changes which are not always fully explained in terms of changes in demand, politics, and production. Further, the reasons for China's preference for a silver instead of a gold standard is never really addressed.

The next series of articles deal primarily with the late nineteenth century but also from a more generalized East Asian perspective. They address in turn the bonded warehousing system in Shanghai (Eiichi Motono), Chinese merchant activities between Chinese ports reflecting a hub and spoke pattern (Hajime Kose), and intra-Asian trade with a special focus on Hong Kong and Singapore (A.J.H. Latham). They again demonstrate intra-Asian trade's importance in terms of growth and impact over trade with Europe.

The final article is Peter Schran's very thorough discussion of Japan's changing trade patterns between 1870 and 1940. It particularly emphasizes the relation between such changes and Japan's empire building as it examines the effect of territorial gains in Taiwan, Korea, Manchuria, Kwantung and Northern China on trade between those areas and Japan, among themselves and with the rest of the world. In fact, Professor Schran argues it would have been difficult for Japan to develop its heavy producer goods industries without controlling these markets.

However, while broader and more comprehensive than the other chapters, this essay also fails to tie its material to the larger theoretical and historical themes mentioned by the various authors but not assessed. That is, it analyzes the material only within its historical context but does not draw any analogies to contemporary developments regarding the economic success of East Asia or Japan's import substitution/export development strategies that they are emulating. In light of current interest in the East Asian development model based on such strategies, this seems a significant omission. Similarly, the authors missed an opportunity to note that based on their own material China appears for political or military reasons to have periodically withdrawn from the East Asian trade flow. This has dramatically decreased economic activity or has opened opportunities for Japan while the reverse has also been the case. Since China's active participation in international trade is responsible for a large part of the current intense interest in the East Asian miracle, such an historical perspective might prove a useful reference point for those wanting to reserve judgment on the economic outcome of the next century. This collection of well researched essays with many interesting tables and references is therefore more useful to an economic historian of the
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period than to someone wishing to make generalities about East Asia's future trade and development.

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This collection of articles represent one of the first genuine attempts to make international business (IB) academics aware of environmental issues. As the authors state, "the environmental trends in the global arena mandate academics to further re-evaluate the manner in which we teach international business" (p. xi). They further state, "we believe that if business schools, particularly those internationally oriented, are to fulfill their obligation to produce the managers of the future, an academic training in business would have to include ecological awareness" (p. xiii). In the last ten years, literature on the issues of environment has proliferated. Only a limited number of studies investigated the area of environment and IB issues. The debate on environment is gaining wider attention in many countries of the world, especially among the academics and practitioners. On the other hand, in some areas of the environment, the mainstream traditional approaches and curricula have started to become redundant and obsolete.

The book presents nine chapters which are based on qualitative works. The first chapter by S. M. Jameel Hasan briefly explores the issue of the greening of business schools and provides various challenges faced by these institutions. In chapter two, Gordon Rands discusses conceptual and applied frameworks which may help students become aware of environmental issues. In chapter three, Mark Starik analyzes various issues of environment related to teaching, research, and service. This chapter concludes with six "green" suggestions which may be applied by the academics. Chapter four by Paul A. Herbig and Daniel D. Butler explores the issues of greening and international marketing. Selected topics encompass ethics and environment, international regulations, and corporate response to green marketing. In chapter five, C. Anthony DiBenedetto and Rajan Chandran analyze the need for university curricula for corporate environmental responsibility. In chapter six, Charles Newman discusses and analyzes the issues of environmental ethics

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