

QUEEN  
Z  
7164  
.C18  
C245  
1969

THE INTERNATIONAL ENTERPRISE  
A SELECTED BIBLIOGRAPHY TO AUGUST 1969

Ottawa,  
August, 1969.

Prepared by the Foreign  
Investment Division in  
conjunction with the Library,  
Department of Industry,  
Trade and Commerce.

THE INTERNATIONAL ENTERPRISE  
A SELECTED BIBLIOGRAPHY TO AUGUST 1969

Table of Contents

Section		Page
	Introduction	
A.	Books and Documents	1
B.	Articles	7
C.	Speeches and Statements by Canadian Government Officials	15

THE INTERNATIONAL INSTITUTE

A REPORT TO THE BOARD OF DIRECTORS

Table of Contents

Section	
1	Introduction
2	Board and Management
3	Activities
4	Accomplishments and Plans for the Future

Ref.

Z

7164

C18C245

## INTRODUCTION

This is the third bibliography with which the Foreign Investment Division has been associated. The previous two were "Canadian Investment Abroad - Selected Bibliography, 1956 to 1968" and "Foreign Investment In Canada - Selected Bibliography to 1968".

This bibliography deals with a subject field in which the literature is growing fast. For operational reasons, the Division decided to include some items which are known to have been written but have not yet been seen by this unit. Because of this, some of the entries are not fully complete.



THE INTERNATIONAL ENTERPRISE: A SELECTED BIBLIOGRAPHY TO AUGUST 1969

A. BOOKS AND DOCUMENTS

- American Management Association. Financing International Operations: A Guide to Sources and Methods, Edited by D. Falcon. New York, 1965. 192 p. (AMA Management Report, No. 82)
- \_\_\_\_\_. International Financing: Tapping the Entrepôt Capital Market, Edited by J.H. Hickman. New York, 1967. 32 p. (AMA Management Bulletin, No. 95)
- \_\_\_\_\_. Taxation Considerations in Organizing Foreign Operations, by P.D. Seghers. New York, 1967. 16 p. (AMA Management Bulletin, No. 108)
- \_\_\_\_\_. The International Business Environment; A Management Guide, by H.J. Heck. New York, 1969. 192 p.
- Atlantic Institute. Capital Markets in Atlantic Economic Relationships, by Sidney E. Rolfe. Boulogne-sur-Seine, 1967. 87 p.
- \_\_\_\_\_. Trans-Atlantic Investments, by Christopher Layton. Boulogne-sur-Seine, 1967. 141 p.
- Aylmer, R.J. Marketing Decision Making in the Multinational Firm. Doctoral thesis submitted to the Harvard Business School. June 1968.
- Baranson, J. Automotive Industries in Developing Countries. Washington, International Bank for Reconstruction and Development, 1968. (Doc. EC-162).
- Behrman, J.N. Direct Manufacturing Investments, Export and Balance of Payments: A Critique of the Hufbauer-Adler Study. Prepared for the National Foreign Trade Council (NFTC). New York, 1968. 32 p.
- \_\_\_\_\_. The Multinational Enterprise and National Power. Paper presented at the Annual Canadian-American Seminar, University of Windsor, Nov. 21, 1968.
- \_\_\_\_\_. Some Patterns in the Rise of the Multinational Enterprise. Graduate School of Business, University of North Carolina, Chapel Hill, March 1969. (Research Paper 18)
- \_\_\_\_\_. The Multinational Corporation. Conference held at the Department of State, February 14, 1969; Highlight and Background Papers. Office of External Research, Department of State, March 1969.
- Booz, Allen and Hamilton, Inc. The Emerging World Enterprise. New York, 1962, 19 p.
- Contents: The U.S. Position in World Business; The Present International Company; Problems of International Business; The World Enterprise Concept.

British Institute of Management Conference. London, July 10, 1968. Papers on Multinational Companies read at the Conference:

- 1) Policies and Practices at Nestlé Alimentana SA, by Max Gloor.
- 2) The Multinational Company; the Significance of International Management, by Peter Parker.
- 3) The Multinational Company: the Policies and Practices of the Rio Tinto-Zinc Corporation Limited, by Roy W. Wright.
- 4) A Speech on "The Multinational Company" by E.R. Nixon, Managing Director, IBM United Kingdom Limited.

Broehl, W.G., jr. The International Basic Economic Corporation. Washington, National Planning Association, 1968. 314 p. (U.S. Business Performance Abroad. Case Study, 13)

Twenty-year record of a U.S. based company, founded in 1947, which operates on a world-wide scale in 33 countries through 119 subsidiaries and principal affiliates and under a wide variety of shared ownership arrangements.

Business International. Organizing for Worldwide Operations: Structuring and Implementing the Plan. New York, 1965. 80 p.

Canada. Task Force on the Structure of Canadian Industry. Foreign Ownership and the Structure of Canadian Industry. Report. January 1968. Ottawa, Queen's Printer, 1968. 427 p. (Watkins Report)

In particular see: Chapter II, Section i, Multi-National Corporation and Nation-State, p. 22-54, Chapter V, Section i, Benefits and Costs of the Multi-National Corporation, p. 395-7. And Their Press Release No. 2 (issued separately): The Multi-National Corporation. 1968. 5 p.

Conference on Education for International Business. Business Schools and the Challenge of International Business: Papers Presented at the November 30-December 2, 1967, Tulane University (New Orleans, La.) Edited by Stephen A. Zeff, New Orleans, Graduate School of Business Administration, Tulane University, 1968. 292 p.

Donner, F.G. The World-Wide Industrial Enterprise: Its Challenge and Promise. New York, McGraw-Hill, 1967. 114 p. (McKinsey Foundation 11th Lecture Series) Development of General Motors Corporation's world-wide operations. Based on lectures sponsored jointly by the Graduate School of Business, Columbia University and the McKinsey Foundation for Management Research, given at Columbia University, New York, N.Y., Spring 1966.

Drucker, P.F. The Age of Discontinuity. New York, Harper and Row, 1969. 394 p.

Dunning, J.H. The Role of American Investment in the British Economy. London, 1969. 79 p. (PEP Broadsheet No. 507)

EEC. Commission. The Development of a European Capital Market: Report of a Group of Experts. Brussels, 1966. 382 p.

Gabriel, P.P. The International Transfer of Corporation Skills. Boston, Mass., Graduate School of Business Administration, Harvard University, 1967. 230 p.

Harvard Law School Library. Doing Business Abroad; a Selected and Annotated Bibliography of Books and Pamphlets in English, by V. Mostecky. Cambridge, 1962. 88 p.

Hellman, R. United States Direct Investment in Europe: Recent Trends and Reactions. Conference Working Paper No. 3, Presented at The Atlantic Council of the United States, Washington, D.C., April 1969.

Hufbauer, G.C. and F.M. Adler. Overseas Manufacturing Investment and the Balance of Payments. Washington, U.S. Government Printing Office, 1968. 92 p. (U.S. Treasury Department. Tax Policy Research Study, No. 1)

International Chamber of Commerce. The Problem of Concentration in Europe. Paris, 1965. 16 p. (Brochure No. 240)

\_\_\_\_\_. International Economic Growth: The Roles, Rights and Responsibilities of the International Corporation - Definitions and Conclusions on the Congress Theme. XXIIInd Congress, Istanbul, 31 May - 7 June, 1969. 19 p.

Jewkes, J., and Others. The Sources of Invention. London, Macmillan, 1961. 428 p.

Kindleberger, C.P. American Business Abroad: Six Lectures on Direct Investment. New Haven and London, Yale University Press, 1969. 225 p.

\_\_\_\_\_. Europe and the Dollar. Cambridge, Mass. M.I.T. Press, 1966. 297 p.

In particular see: Chapter two, European Integration and the International Corporation; and Chapter 14, The Role of the United States in the European Economy, 1919-1950.

\_\_\_\_\_. International Economics. 4th Edition. Homewood, Ill., R.D. Irwin, 1968. 611 p.

In particular see the chapter on Direct Investment.

Kolde, E.J. International Business Enterprise. Englewood Cliffs, N.J., Prentice-Hall, 1968. 679 p.

Kuin, Dr. P. (Unilever, Rotterdam/London). Address Given at the Opening of the AIESEC (Assoc. Internationale des Etudiants en Sciences Economiques et Commerciales) Seminar, "International Transfer of Management Skills", at Ruschlikon, Zurich, September 2, 1968.

Lary, H. Imports of Manufactures from Less Developed Countries. New York, National Bureau of Economic Research, distributed by Columbia University Press, 1968. 286 p. (NBER. Studies in International Economic Relations, 4)

Layton, C. European Advanced Technology: A Programme for Integration. London, Allen and Unwin, 1969, 293 p.

Leighton, D.S.R. International Marketing: Text and Cases. New York, McGraw-Hill, 1966. 675 p.

Lindfors, G.V., Ed. Bibliography: Cases and Other Materials for the Teaching of Multinational Business. Boston, Graduate School of Business Administration, Harvard University, 1964. 238 p.

Martyn, H. International Business: Articles and Essays. New York, Free Press, 1964. 229 p.

Millikan, M. India in Transition. New Delhi, Indian Investment Centre, 1968.

National Industrial Conference Board. Organizing Foreign-Base Corporations, by E.B. Lovell. New York, 1961. 101 p. (Studies in Business Policy, No. 100).

'What', 'Where', 'Why', and 'How', of foreign-base operations and the various ways in which United States manufacturing companies are utilizing foreign-base subsidiaries to further their international trade and investment objectives; based on the experience of 107 companies.

\_\_\_\_\_. Managing Foreign-Base Corporations, by E.B. Lovell. New York, 1963. 142 p. (Business Policy Study, No. 110)

\_\_\_\_\_. Organization Structures of International Companies, by H. Stieglitz. New York, 1965. 145 p. (Studies in Personnel Policy, No. 198).

\_\_\_\_\_. U.S. Production Abroad and the U.S. Balance of Payments, by J. Polk et al. New York, 1966. 200 p. (Special Study)

\_\_\_\_\_. Foreign Nationals in International Management; a Survey by Michael G. Duerr and James Greene. New York, 1968. 50 p. (Managing International Business, No. 2)

Nehart, L.C., Ed. International Finance for Multinational Business. Scranton, Pa., International Textbook Co., 1967. 913 p.

Neufeld, E.P. A Global Corporation, a History of the International Development of Massey-Ferguson Limited. Toronto, University of Toronto Press, 1969. 464 p.

OECD. Capital Markets Study. Paris, 1967 - 1968. 4v in 5+ Supp.

\_\_\_\_\_. Private Direct Investment in Less Developed Countries: Capital Flows, Assets and Income. DAC (68) 14. Paris, 1968.

\_\_\_\_\_. Gaps in Technology, General Report. Paris, 1968. 42 p.

\_\_\_\_\_. The Role of Private Foreign Direct Investment in Economic Development. DAC (68) 15. Paris, April 11, 1968.

Penrose, E.T. The Large International Firm in Developing Countries: the International Petroleum Industry. London, Allen and Unwin, 1968. 311 p.

Powrie, Dr. T.L. Foreign Direct Investment in Canada. Conference Working Paper No. 2, Presented at the Atlantic Council of the United States, Washington, D.C., April 1969.



Reddaway, W.B. Effects of U.K. Direct Investment Overseas; Final Report. Cambridge, University Press, 1968. 408 p. (Cambridge University. Department of Applied Economics. Occasional Papers, 15)  
References to Canada included.

\_\_\_\_\_. Effects of U.K. Direct Investment Overseas; an Interim Report. Cambridge, University Press, 1967. 196 p. (Cambridge University. Department of Applied Economics. Occasional Papers, 12)  
References to Canada included.

Robinson, R.D. International Business Policy. New York, Holt, Rinehart and Winston, Inc., 1964. 252 p.

\_\_\_\_\_. Ownership Across National Frontiers. Cambridge, Mass., Massachusetts Institute of Technology, 1969. 27 p. (Alfred P. Sloan School of Management. Working Paper 368-69)

Rolfe, S.E. The International Corporation in Perspective. Conference Working Paper No. 1, Presented at The Atlantic Council of the United States, Washington, D.C., April 1969.

\_\_\_\_\_. The International Corporation. With an Epilogue on "Rights and Responsibilities". Paris, ICC, 1969. 202 p. (Brochure dwi) 202 p.  
Background report presented at the 22nd Congress of the ICC, Istanbul, 31 May-7 June 1969.

Rotstein, A. The Multinational Corporation and the Nation-State. Paper presented at the Annual Canadian-American Seminar, University of Windsor, November 21, 1968. 15+p.

Ruttenberg, D. Stochastic Programming With Recourse for Planning Optimal Flexibility in Multinational Companies. Doctoral thesis submitted to the Harvard Business School. September 1967.

Shulman, J.S. Transfer Pricing in the Multinational Firm. Cambridge, Mass., Massachusetts Institute of Technology, 1968. 21 p. (Alfred P. Sloan School of Management. Working Paper, 337-68)

Skinner, W. American Industry in Developing Economies: the Management of International Manufacturing. New York, Wiley, 1968. 278 p.

Steiner, G.A., Ed. Managerial Long-Range Planning. New York, McGraw-Hill, 1963. 334 p.

Steiner, G.A. and W.M. Cannon. Multinational Corporate Planning. New York, Macmillan, 1966. 330 p. (Columbia University. Graduate School of Business. Studies of the Modern Corporation (V.3)).

Selection of papers prepared for a five-day research seminar, Fontainebleau-Avon, France, September 1964. Includes a résumé of the Seminar's principal findings. For additional reading references, see bibliographical notes in this volume.

Steiner, H.J. and D.F. Vagts. Transnational Legal Problems: Materials and Texts. La Habra, Calif., Foundation Press, 1968. 1280 p.

- Stewart, C.F. and G.B. Simmons, Comp. A Bibliography of International Business. New York, Columbia University Press, 1964. 603 p.  
Contents: Comparative Business Systems; Government and International Operations. The Firm in International Operations; Nations and Regions.
- Stobaugh, R.B. jr. The Product Life Cycle and International Investment. Doctoral thesis submitted to the Harvard Business School. June 1968.
- Stopford, J.M. The Transitional Nature of the International Division as a Form of Organization for Foreign Operations. Doctoral thesis submitted to the Harvard Business School. June 1968.
- United Nations. Financing of Economic Development. Agenda Item 8(b) (XXXIX). The Promotion of the International Flow of Private Capital. 5th Report of the Secretary-General. The Role of Enterprise-to-Enterprise Arrangements in Supplying Financial, Managerial and Technological Needs of Industrial Enterprises in Developing Countries. ECOSOC Document E/4038, June 15, 1965 and /Add.1.
- \_\_\_\_\_. Foreign Investment in Developing Countries. New York, Department of Economic and Social Affairs, 1968. 61 p. (E/4446) (Sales No.: E.68.II.D.2)
- \_\_\_\_\_. Increasing the Flow of Private Capital to Developing Countries. UNCTAD Document TD/II/Res/33. March 29, 1968.
- \_\_\_\_\_. Promotion of Private Foreign Investment in Developing Countries. ECOSOC Resolution 1286 (XLIII). November 14, 1967.
- \_\_\_\_\_. The Role of Patents in the Transfer of Technology to Developing Countries. New York, Department of Economics and Social Affairs, 1964. 95 p. (E/3861/Rev.1) (U.N. Sales No. 65.II.B.1)
- \_\_\_\_\_. Role of Private Enterprise in Investment and Promotion of Exports in Developing Countries. Report Prepared by D.U. Stikker. New York, UNCTAD, 1968. 112 p. (TD/35/Rev.1) (U.N. Sales No. E.68.II.D.9)
- \_\_\_\_\_. Transfer of Technology. (In Proceedings of the UNCTAD, Vol. I, Final Act and Report, Annex A.IV.26. New York, 1964. p. 57. (E/CONF.46/141, Vol. I) (U.N. Sales No. 64.II.B.11))
- \_\_\_\_\_. Transfer of Technology to Developing Countries. General Assembly Resolution 2091 (XX). December 20, 1965.
- United States Business Performance Abroad. Case Studies. Washington, National Planning Association.  
See reference to study by W.G. Broehl, jr. in this bibliography.  
Some 13 studies have been prepared from 1953 to date, and select titles are: Stanvac in Indonesia; The General Electric Company in Brazil; IBM in France, etc.
- U.S. Department of Commerce. List of Foreign Firms With Some Interest/Control in American Manufacturing Companies. November 1967.

Vernon, R. Private Long-Term Foreign Investment in Latin America. Paper written for Latin-American Committee on the Alliance for Progress, January 1967 (CIAP).

Vernon, R. Multinational Enterprise in the 1960's. The Royal Institute of International Affairs, Chatham House, London, 1968.

Vernon, R. Manager In the International Economy. Englewood Cliffs, N.J., Prentice-Hall, 1968. 430 p.

Wells, L.T. jr. Vehicles for the International Transfer of Technology. Technology and Economic Development International Seminar, Istanbul, Turkey, May 1969.

Wiley, R.J. Financing the Corporate Subsidiary in the Developing Country: A Study of the Financing Decisions and Techniques of a Group of Subsidiaries Manufacturing in Brazil. Doctoral thesis submitted to the Harvard Business School. 1968.

Wilkins, M. and F.E. Hill. American Business Abroad: Ford on Six Continents. Detroit, Wayne State University Press, 1964. 541 p.

Yeoman, W.A. The Selection of Production Processes for the Foreign Manufacturing Plants of U.S. Based Multinational Corporations. Doctoral thesis submitted to the Harvard Business School. June 1968.

Zenoff, D.B. The Determinants of Dividend Remittance Practices of Wholly-Owned European and Canadian Subsidiaries of American Multinational Corporations. Doctoral thesis submitted to the Harvard Business School. September 1966.

Zenoff, D.B. and Jack Zwick. International Financial Management. Englewood Cliffs, N.J., Prentice-Hall, 1969.

#### B. ARTICLES

Schmookler, J. Bigness, Fewness and Research. Journal of Political Economy 67:628-32, Dec. '59.

Lilienthal, D. The Multinational Corporation. Chapter in Management and Corporations, 1985, Edited by Melvin Anshen and G.L. Bach. New York, McGraw-Hill, 1960.

Hodgson, R. Planning for Profits in World Business: What Trends Lie Ahead in Exports and Imports? Can U.S. Business Prosper Under Low Tariffs? Should American Companies Team Up With Foreign Firms? Are Management Changes Necessary for International Operations? Harvard Business Review 38:135-48 Nov.-Dec. '60.

Drucker, P.F. The Competitive World: American Business Must Face the Challenge of a Changing International Economy by Seizing the Offensive or Suffer Defeat. Harvard Business Review 39:131-5 Mar.-Apr. '61.

Worley, J.S. Industrial Research and the New Competition. Journal of Political Economy 69:183-69 Apr. '61.

Cannon, W.M. The Expansion of American Corporations Abroad. Chapter in International Enterprise, A New Dimension of American Business. McKinsey and Co., New York, 1962.

Stitt, H. and J. Connor. International Inter-Company Pricing. Canadian Tax Journal 10:85-92 Mar.-Apr. '62.

Donner, F.G. World-Wide Corporation in a Modern Economy; Address. Canadian Chartered Accountant 82:34-8 Jan. '63.

Multinational Companies (Why and How They Have Grown in Today's Global Market; Special Report). Business Week p. 62-86 Apr. 20, '63.

Miller, P. The Multinational Company. International Management, Sept. '63.

Kircher, D.P. Now the Transnational Enterprise. (Internationally Owned and Controlled) Harvard Business Review 42:6-8+ Mar.-Apr. '64.

Walters, S.G. and M.L. Sweet. Global Companies Take Big Steps; Establishing an Overseas Base. Printers' Ink 287:259-61 May 29, '64.

Mansfield, E. Industrial Research and Development Expenditures. Journal of Political Economy 72:319-40 Aug. '64.

Rushing to Span the Globe: Investment Abroad By U.S. Business Takes Biggest Climb Since Suez as U.S. Companies, Lured by Fast Growing Foreign Markets, Head Into a Multinational Future. (Sixth Annual McGraw-Hill Overseas Investment Survey, 1964) Business Week p. 19-21 Aug. 8, '64.

Companies Outgrow Countries: a New Kind of Economic Animal - Mastodons of the Future? - Is Displacing Growing Weight Throughout the World Economy (Large Multi-National Corporations and Their Effects on National and International Economies). The Economist 213:271-3 Oct. 17, '64.

Clee, G.H. and W.M. Sachtjen. Organizing a Worldwide Business (Three Dominant Organizational Patterns and the Advantage and Problems They Raise for Top Management). Harvard Business Review 42:55-67 Nov.-Dec. '64.

Pryor, M.H., jr. Planning in a Worldwide Business. Harvard Business Review 43:130-9 Jan.-Feb. '65.

Perlmutter, H.V. Three Conceptions of a World Enterprise. Revue Economique et Sociale May '65.

Butler, W.J. and J. Dearden. Managing a Worldwide Business. Harvard Business Review 43:93-102 May-June '65.

Fredrikson, E.B. Security Analysis and the Multinational Corporation. Financial Analysts Journal 21:109-17 Sept. '65.

Corporate Charts Go Global; NICB Picture Book Shows Organizational Structure of 42 International Companies. Business Week p. 52+ Sept. 11, '65.

Fowler, H.H. National Interests and Multinational Business: Rising Tides of Nationalism Are Threatening the Growth of Multinational Businesses - and of the Free World Economy. California Management Review 8:3-12 Fall '65.

Based on Address Before the UCLA-IN-SEAD Seminar, Fontainebleau, France, Sept. 1964.

Barnes, W.S. Guides to International Operations. (Selected Books and Services to Aid Businessmen) Harvard Business Review 43:26-8+ Nov.-Dec. '65.

Martyn, H. Multinational Corporations in a Nationalistic World. Challenge 14:13-16 Nov.-Dec. '65.

Sawyer, R. Atlantic Trends Studies; (Atlantic) Council (of the United States) Weighs Efforts to Use Multi-National Companies in Building Global Community. International Commerce 71:6-7 Dec. 27, '65.

Keesing, D.B. Outward Looking Policies and Economic Development. Chapter in International Economics Workshop. Columbia University, 1966.

Vernon, R. Foreign-Owned Enterprise in the Developing Countries. Chapter in Public Policy, Vol. 15, 1966.

\_\_\_\_\_. International Investment and International Trade in the Product Cycle. Quarterly Journal of Economics 80:190-207, May '66.

Margulies, W.P. Multi-national Companies Will Dominate World Marketing. Advertising Age 37:40 May 2, '66.

Kolde, E.J. Business Enterprise in a Global Context: A Tri-Level Process of Multinational Fusion Is Developing in the Industrial West; Tension and Instability Characterize the Sub-Industrial South; While the Communist East Mounts a Frontal Attack on the Free Enterprise System. California Management Review 8:31-48 Summer '66.

Multinational Diet That Helps (Caterpillar Tractor Co.) Thrive. Business Week p. 70-2+ Aug. 13, '66.

Multinational Organization: Management's New Dimensions (How to Set Up an Executive Chain of Command for Worldwide Operations). Business Abroad 91:14-15+ Sept. 5, '66.

Bruck, N.K. and F.A. Lees. Foreign Content of U.S. Corporate Activities. Financial Analysts Journal 22:127-32 Sept.-Oct. '66.

Simmonds, K. Multinational? Well, Not Quite: When the Body's Worldwide But the Brain Is Not, There's Trouble Ahead, as Many Firms That Neither Have, Nor Appear to Want, Foreign Nationals in Top Corporate Posts Are Bound to Discover. Columbia Journal of World Business 1:115-222 Fall '66.

- Yoshino, M.Y. International Business: What Is the Best Strategy? Business Quarterly 31:46-55 Fall '66.
- Unger, H.G. Multi-national Corporations. Canadian Business 39:14-16 Nov. '66.
- Oppenheim, Sir D.M. The Role of the International Company. Management in Nigeria 2:156-61 Nov.-Dec. '66.
- Multi-national Companies. Business Management 31:53-6 Dec. '66.
- Clee, G.H. Guidelines for Global Business. Columbia Journal of World Business 1:97-104 Winter '66.
- Kindleberger, C.P. European Integration and the International Corporation. Columbia Journal of World Business 1:65-73 Winter '66.
- Okita, S. and T. Miki. Treatment of Foreign Capital - A Case Study of Japan. Chapter in Capital Movements and Economic Development, Edited by J.H. Adler. London, Macmillan, 1967.
- Folsom, V. Toward a Rule of Reason in the Extraterritorial Application of Antitrust Laws. Chapter in Private Investors Abroad, Edited by V.S. Cameron. New York, Bender, 1967.
- Juillard, P. Recent Developments in the European Economic Community. Chapter in Private Investors Abroad, Edited by V.S. Cameron. New York, Bender, 1967.
- Kelleher, G.W. The Common Market Antitrust Laws: The First Ten Years. Chapter in Private Investors Abroad, Edited by V.S. Cameron. New York, Bender, 1967.
- Newburg, A.W.G. Legal and Financial Planning for the International Corporation Doing Business in the European Common Market. Chapter in Private Investors Abroad, Edited by V.S. Cameron. New York, Bender, 1967.
- Turner, D.F. U.S. Antitrust Policy and American Foreign Commerce. Chapter in Private Investors Abroad, Edited by V.S. Cameron. New York, Bender, 1967.
- Gruber, W., D. Mehta and R. Vernon. The R and D Factor in International Trade and International Investment of United States Industries. The Journal of Political Economy, Vol. 75, No. 1, Feb. '67.
- How Global Thinking Pays Off at Carborundum (Corp.). Business Abroad 92:10-12 Feb. 6, '67.
- Martyn, H. Effects of Multinational Affiliation on Local Management. Michigan Business Review 19:15-20 Mar. '67.
- Vernon, R. Multinational Enterprise and National Sovereignty. Harvard Business Review 45:156-8+ Mar.-Apr. '67.



- Perlmutter, H.V. Social Architectural Problems of the Multinational Firm. Quarterly Journal of AIESEC (Assoc. Internationale des Etudiants en Sciences Economiques et Commerciales) 3:33 Apr. '67.
- Shulman, J.S. The Tax Environment of Multinational Firms. Tax Executive 19:173-87 Apr. '67.
- Allison, J.R. Review of Multinational Corporate Planning, Edited by G.A. Steiner and W.M. Cannon. Financial Executive 35:8-9 June '67.
- Stevenson, R. Ford's International Operations. Automotive Industries 136:49-52+ June 1, '67.
- Gray, H.P. and G.E. Makinen. Balance-of-Payments Contributions of (American) Multinational Corporations. Journal of Business 40:339-43 July '67.
- Korey-Krzeczowski, G. Why Canada Fails to Make the Scene in the World of Globally Orientated, International Companies; Digest of Address. Financial Post 61:27 July 1, '67.
- Most International Company (Nestle's). The Economist 224:582-3 Aug. 12, '67.
- Murray, T.J. Global Company in a Changing World. Dun's Review 90:27-30+ Aug. '67; 46-7+ Sept. '67.
- Hobbing, E. The Good Corporate Guest Helps Build the House (View That the Successful Global Firm in Latin America Can't Simply Adjust to Its Environment; Instead It Must Turn Environment-Builder, Engineering This Work Into Everyday Operations). Columbia Journal of World Business 2:39-46 Sept.-Oct. '67.
- Vernon, R. The Multinational Corporation. The Atlantic Community Quarterly, Fall 1967. pp. 533-9.
- Ottawa Scrutiny Sweeps Multinational Corporations. Financial Post 61:4 Oct. 7, '67.
- Ross-Skinner, J. Beer Without a Country (Skol International Ltd.). Dun's Review 90:71-2+ Nov. '67.
- Stobaugh, R.B. jr. Systematic Bias and the Terms of Trade. The Review of Economics and Statistics 49:617-19 Nov. '67.
- Ball, G.W. Cosmocorp: the Importance of Being Stateless; Needed: An International Companies Law That Will Enable the World Enterprise to Pursue "the True Logic of the Global Economy" Without Ceaseless Interference from Its Puzzled Parent, the Sovereign Nation. Columbia Journal of World Business 2:25-30 Nov.-Dec. 1967.  
Based on an Address before the British National Committee of the International Chamber of Commerce, London, Eng., Oct. 18, 1967.
- Zwick, J. Models for Multicountry Investments. Business Horizons 10:69-74 Winter '67.

(Peterson, R.A.) New Economic Nationalism. The Banker 117:1066-70 Dec. '67.

How Business Schools Welcome the World: Growing U.S. Investments and Production Abroad Are Spurring an Increasingly International Outlook on the Part of Business Academics Who Want More Globalism in the Classroom. Business Week p. 118-19+ Dec. 9, '67.

Shorter Strides for the Giant? Aftermath of Britain's Devaluation, Common Market Problems, Other Factors, Mean Multinational Companies Will Be Proceeding With More Caution During the Coming Years. Business Week p. 40-2 Dec. 30, '67.

Lund, Harald. Swedish Business Investments Abroad. Chapter in Industry in Sweden. Stockholm, The Swedish Institute for Cultural Relations with Foreign Countries, 1968.

Van Damm, J. European Communities and Competition. Chapter in Industrial Integration in Europe. London, Federal Trust for Education and Research, 1968.

Vernon, R. Conflict and Resolution between Foreign Direct Investors and Less Developed Countries. Chapter in Public Policy, 1968.

Waterman, M.H. Financial Management in Multinational Corporations. Michigan Business Review 20:10-15 Jan.; 26-32 Mar. '68.

Driving Down the Deficit: The New Balance-of-Payments Program Marks Sudden Shift in U.S. Trade and Financial Policies; Not Much Pain for Big Business: The Multinational Companies Don't Like Being Forced to Cut Their Foreign Investments; But Many of Them Guess They Can Find Ways to Keep Their Overseas Operations Growing. Business Week p. 13-19 Jan. 6, '68.

Johnson, Harry G. Less Developed Country Investment: The Road Is Paved with Preferences. Columbia Journal of World Business 3:17-21 Jan.-Feb. '68.

Polk, J. The New World Economy; Call It International Production. Columbia Journal of World Business 3:7-15 Jan.-Feb. '68.

Robinson, R.D. The Global Firm-to-Be: Who Needs Equity? the (American) Capital Control Program Could Have a Salutory Side Effect, If It Shifts Company Attention from Cash Overflow to Skills Outflow. Columbia Journal of World Business 3:23-8 Jan.-Feb. '68.

Ball, G.W. Toward a World Economy. Dun's Review 91:19-20 Feb. '68.

Antitrust Tries Going Multinational, Too. Business Week p. 42, Feb. 24, '68.

Managing Kodak's Global Exposure. Marketing/Communications 296:50-3 Mar. '68.

Tannenbaum, F. The Survival of the Fittest. Columbia Journal of World Business 3:13-20 Mar.-Apr. '68.

Economic Revolution (American-Based International Corporations). Canadian Business 41:64 Apr. '68.

Foreign Investment, Capital Controls and the Balance of Payments. The Bulletin. N.Y.U. Institute of Finance. April 1968.

- Vernon, R. An Outsider's View of the Technological Gaps Report. The OECD Observer, No. 33, Apr. '68, p. 28-31.
- Kaiser's Global Empire. (Special Report) Forbes 101:29-32+ Apr. 15, '68.
- Adler, F. The High Cost of Foreign Investment Restraints. Columbia Journal of World Business 3:73-81 May-June '68.
- Fouraker, L.E. and J.M. Stopford. Organizational Structure and the Multinational Strategy. Administrative Science Quarterly 13:47-64 June '68.
- The Fortune Directory: The 500 Largest U.S. Industrial Corporations. Fortune 77:186-220 June 15, '68.
- Where the Global Design Pays Off: Worldwide Sales of Farm Machines Helped Turn Massey-Ferguson Into a Multinational Company; Now It Uses Its Strength to Bring Out New Lines and to Fight for Rich But Crowded Markets. Business Week p. 124-6+ June 22, '66.  
Also see E.P. Neufeld's A Global Corporation.
- Wells, L.T. jr. A Product Life Cycle for International Trade? Journal of Marketing, Vol. 32, July 1968.
- Multinationals Reef in Their Sails. Business Week p. 18 July 6, '68.
- Multinational Companies - Conference Organized by the British Institute of Management in London, England. The Economist 228:65 July 13 '68.  
See also Section A-Books And Documents: British Institute of Management Conference, 1968.
- Nouri, C.J. International Business - An Environmental Approach. Marquette Business Review 12:64-7 Summer '68.
- Root, F.R. The Role of International Business in the Diffusion of Technological Innovation. Economic and Business Bulletin (Temple University) 20:17-25 Summer '68.
- Stonehill, A. and L. Nathanson. Capital Budgeting and the Multinational Corporation (Survey of Methods Currently Being Used by Firms to Evaluate Multinational Financing Investments; Suggests Solutions to Certain Problems Which Occur When the Theory of Capital Budgeting Is Applied to Multinational Operations). California Management Review 10:39-54 Summer '68.
- Terpstra, V. and M.Y. Yoshino. Comparative Frameworks for International Operations: An Environmental Approach. Business Quarterly 33:39-45 Summer '68.
- Litvak, I.A. and C.J. Maule. Guidelines For the Multinational Corporation. Columbia Journal of World Business 3:35-42 July-Aug. '68.
- Teague, F.A. Why U.S. Companies Fail Abroad. Columbia Journal of World Business 3:81-3,85 July-Aug. '68.

Guzzardi, Walter, jr. Two Recent Antitrust Actions Illustrate the Dangers of Applying U.S. Law To The Overseas Operations of American Business. Fortune 78:47-8 Aug. '68.

Monsen, R.J., J.S. Chiu and D.E. Cooley. The Effect of Separation of Ownership and Control on the Performance of the Large Firm. Quarterly Journal of Economics 82:435-64 Aug. '68.

See the December 1968 issue of The Journal of Economic Abstracts, page 943, for a review of this article.

The Fortune Directory: The 200 Largest Industrials Outside The U.S. Fortune 78:130-6 Sept. 15, '68.

Rose, S. The Rewarding Strategies of Multinationalism: as Corporations Get Increasingly Committed Overseas, They Are Learning How to Gain New Advantages by Adapting Their Organization and Operations to a Global Environment. Fortune 78:100-5+ Sept. 15, '68.

Vernon, R. Antitrust and International Business. Harvard Business Review 46:78-87 Sept.-Oct. '68.

Where Do U.S. Global Companies Plan to Be by 1973. This Survey Shows Europe Will Still Be the Favored Area Despite Investment Restrictions and That Non-U.S. Production Will Play a Bigger Role in Total World Output. Worldwide R&I Planning 2:68-70 Sept.-Oct. '68.

Blanpain, R. Supra-national Corporations. Free Labour World p. 3-6 Oct. '68.

Vernon, R. Economic Sovereignty at Bay. Foreign Affairs 47:110-22 Oct. '68.

The Multinational Corporation: the Splendors and Miseries of Bigness. Interplay 2:15-30+ Nov. '68.

Contents: Updating Adam Smith, by Sidney Rolfe; Multinational Companies and European Integration, by Pierre Uri; Not So Multinational After All, by John Thackoray; Transferring Technology: a New Situation, by A.T. Knoppers; The New Roman Wolf, by C. Oglesby.

Buzzell, R.D. Can You Standardize Multinational Marketing? Harvard Business Review 46:102-13 Nov.-Dec. '68.

Heldring, F. Multinational Banking Strives for Identity. Columbia Journal of World Business 3:49-53 Nov.-Dec. '68.

Perlmutter, H.V. Super-Gaint Firms in the Future. Wharton Quarterly 3:8-14 Winter '68.

Von Lazar, A. Multi-national Enterprises and Latin American Integration: a Sociopolitical View. Journal of Inter-American Studies 11:111-28 Jan. '69.

Perlmutter, H.V. Multinational Corporations. Columbia Journal of World Business 4:9-18 Jan.-Feb. '69.

Stobaugh, R.B. jr. Where in the World Should We Put That Plant? Harvard Business Review 47:129-36 Jan.-Feb. '69.

- Wells, L.T. jr. Test of a Product Cycle Model of International Trade; U.S. Exports of Consumer Durables. Quarterly Journal of Economics 83:152-62 Feb. '69.
- Cornuelle, H.C. The Enormous Future: an Outline of Challenge to the Multinational Corporation (Address). Anglo American Trade News 8:11-12+ Mar. '69.
- Behrman, J.N. Multinational Corporations, Transnational Interests and National Sovereignty. Columbia Journal of World Business 4:15-21 Mar.-Apr. '69.
- Watkins, M.H. Impact of Foreign Investment; The Canadian - U.S. Case. Columbia Journal of World Business, 4:23-8 Mar.-Apr. '69.
- Vernon, R. U.S. Enterprise and the Canadian Economy. The Canadian Forum, Apr. '69.
- Korey, G. Global Perspectives in Business. Canadian Textile Journal 86:21-23 Apr. 1, '69.
- Miles, C.M. The International Corporation. International Affairs 45:259-68 Apr. '69.
- Perlmutter, H.V. Geocentric Giants to Rule World Business. Business Abroad 94:9,12-13 Apr. '69.
- Hollander, S.C. The International Storekeepers. Business Topics 17:13-23 Spring '69.
- Worldwide Profitability: a BI Survey of How 142 International Firms Fared in 1968 (Compared Profits at Home and Abroad of 77 Companies With Foreign Operations). Business International 16:161-2 May 23, '69.
- Adler, F.M. and G.C. Hufbauer. Foreign Investment Controls: Objective - Removal. Columbia Journal of World Business 4:29-37 May-June 1969.
- Dean, A.H. The Impact of Antitrust Regulation Upon the Multinational Corporation. SAIS Review 13:no. 2 '69.
- Nationalism Sets Boundaries For Multinational Giants; Executives at International Chamber Parley Are Warned They Face New Controls and Demand for Local Partnerships. Business Week p. 94-6,98 June 14, '69.
- Fralick, J.S. A Multinational Company's Operations in Canada. Business Quarterly 34:59-65 Summer 1969.

C. SPEECHES AND STATEMENTS BY GOVERNMENT OFFICIALS

- Winters, Hon. R.H. Address to Business and Industry Advisory Committee to the OECD, Ottawa, May 12, 1967. (Given by Hon. C. Drury)  
Key to the development of international trade in the latter part of the 20th century is the role to be played by large international companies and industries.

Winters, Hon. R.H. "Foreign Ownership and the Multi-national Corporation".  
Address to the Canadian Purchasing Conference, Montreal, July 10, 1967.

Winters, Hon. R.H. "International Development: A New Dimension for Canadian  
Business". Address to the Seminar on International Development, York  
University, Toronto, Nov. 6, 1967.

Multinational corporation or consortium will influence development  
of world trade and production in years to come.



QUEEN Z 7164 .C18 C245 1969  
Canada. Dept. of Industry, T  
The international enterprise

[illegible]

38-296

INDUSTRY CANADA/INDUSTRIE CANADA



118390

118390

