

# GLOBAL GUIDE TO

# INTERNATIONAL BUSINESS

*The* international business source book

Need information on international business? Whatever it is, the GLOBAL GUIDE TO INTERNATIONAL BUSINESS tells you where to find it:

- Names and addresses of organizations and publications
- Hard-to-find documents and films
- Special services
- Names and phone numbers

David Hoopes

# **Global Guide to International Business**

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Robert T. Moran  
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# **Global Guide to International Business**

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## ACKNOWLEDGEMENTS

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My advisory board took the job willingly and served as a very valuable and effective sounding board, providing guidance in a field that was not then as familiar as it is now. Robert Moran and John Fayerweather were particularly helpful in identifying resources.

Special thanks goes to Lorna Wheeler, librarian at the American Graduate School of International Management for helping sort through and identify the best published resources on the major areas of international business operations. Special thanks also to my editors at Facts On File for their patience in a longer-than-expected process—and my secretary-typist, Janet Field, who was dauntless in the face of complicated assignments and what a former secretary once dubbed “Hooperglyphics.”

Most important was the help of my wife and assistant editor, Kathleen Hoopes. Without her support, endless work, intelligent critiques and perceptive advice there would have been no GLOBAL GUIDE TO INTERNATIONAL BUSINESS.

# INTRODUCTION

It is the intent of this volume to serve as a first stop reference point for persons with any question about the practical aspects of any phase of international business operations. Consistently used, it can short-circuit the frequently long and too often frustrating process of obtaining the exact information needed. Think of the GLOBAL GUIDE as a good reference librarian sitting on the shelf beside your desk—a resource you can turn to with any question, no matter how vague or seemingly simple-minded, and be quickly and efficiently put on the track to getting the answer.

The book should be of value to those just beginning to enter the international business arena and to those already well established. Even for the corporate library that already has a large percentage of the materials described herein, the GLOBAL GUIDE can save time by helping to locate the precise sourcebook, database or organization where the sought after information can be found. Researchers, government officials, business service organizations and others who study or deal with international businesses will also find the book indispensable for many purposes.

The GLOBAL GUIDE is not intended to be exhaustive. It would take a publication several times larger to accomplish that. It is intended to be comprehensive, however—in the sense that it covers all aspects of international business operations and opens the door to finding virtually any kind of information needed by those engaged in such operations. If it saves the busy executive or his/her staff only a few phone calls, letters or fruitless searches through directories, printouts or indexes, then it will have paid amply for itself.

The GLOBAL GUIDE was put together over a period of several years. The search for resources was dogged—though undoubtedly some which should be included did not surface in the process. Careful decisions were made about the criteria for inclusion or exclusion. In general these criteria involved accessibility and the degree to which the sources were dependable, international in scope and of practical value.

Important too were the procedures by which the data was gathered and verified.

In the case of organizations several steps were involved. First, as much information as possible was obtained about the organization, office or agency. From that a written description was prepared. This description was then sent back to the organization with a request that it be checked for accuracy. We wanted our information to be as exact as possible in identifying resources and services offered. This was done even in the case of certain categories of organizations—the commercial offices of foreign embassies, for instance—all of which one might assume provide the same kind of information (and which was not the case). Finally, just before publication, organizations were asked once again to check addresses, phone numbers and the names of contacts in order to pick up recent changes.

A warning, however. You will encounter additional changes. Americans and the organizations in which they are involved move with relentless frequency. Also remember that there are often several people in an office who can answer your question as well as and sometimes better than the listed contact—though we have tried always to include the most knowledgeable person.

In the case of publications, as much information as possible was obtained about them, including sample copies where feasible. Also, recommendations of basic books on the various phases of international business operations were solicited from an editor and a librarian both of whom are familiar with the literature in the field and sensitive to the practical needs of the business executive.

Another word of caution. There may be organizations missing from the book which seem

to belong in it. This is particularly true of embassies and chambers of commerce. One of the criteria we used for inclusion, however, was responsiveness. If we could obtain no response after repeated inquiries, we made the assumption that others would have a similar experience. In doing so we adhered to one of our basic editorial principles: that when a person consults a resource listed in the GLOBAL GUIDE they will obtain a response which makes accessible precisely the information, services and/or resources that are described in it.

That principle is important. The GLOBAL GUIDE is a *sourcebook* not, at least in the conventional sense, a directory. This means that it does not attempt to list every organization or publication in its chosen domain. It is designed instead to enable the user to identify the resources needed in *every area of his or her concern*.

In the case of publications, addresses of publishers and distributors are provided for ease of ordering. Price changes are inevitable, so that prices should be checked. In listings of periodicals the number of pages is stated without the use of "approximately" before it, though in most cases it is in fact an approximate number. Further, we have not listed the major American business periodicals (*Business Week*, *Fortune*, *Forbes*, the *Wall Street Journal*) because it is impossible to conceive of Americans (to whom this volume is principally addressed) being unfamiliar with them or with the fact that they give significant attention to international business affairs.

We have tried to avoid listing organizations the major purpose of which appears to be to grind some political axe or which give evidence of being fly-by-night.

The inclusion of language learning and travel resources has been quite selective. Those that appear are intended to provide the hurried executive with the ability to identify and/or acquire quickly materials for those countries to which they are most likely to travel or for those languages with which they are most likely to need some familiarity. More extensive coverage in these areas is provided in the GLOBAL GUIDE TO INTERNATIONAL EDUCATION and the GLOBAL GUIDE TO INTERNATIONAL TRAVEL.

The resource listings for foreign languages has been divided. Those for languages which are the principal language for only one country are listed within the section devoted to that country. Those for languages which are the principal language of two or more countries are listed in a general chapter entitled "International Languages."

Every effort has been made to provide for ease and simplicity of use. The table of contents is divided according to major international business functions, principal world areas or regions, and individual countries. Entries within each section are grouped, for the most part, under "organizations" and "publications."

There are three indexes, one listing all organizations described in the book, one listing all publications identified (databases and on-line computer services are listed under publications) and a subject index. The subject index is the most important. When you start with a specific question—"where can I get such-and-such information" or "how can I solve such-and-such problem"—it is to the subject index that you should turn. A great deal of information only broadly accessible through the table of contents can be pinpointed through the subject index.

Some organizations which constitute major resources and/or fit several different major categories have been included in two or more places. Don't be surprised to encounter them thus.

*Here in summary are the basic guidelines for using the GLOBAL GUIDE TO INTERNATIONAL BUSINESS:* when you are interested in a general subject, area or country, consult the table of contents. When you have the name of an organization or publication you want to pursue, use the Index of Organizations or Index of Publications. When you have a question to which you need the answer turn to the Topical Index.

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# GENERAL INFORMATION ON INTERNATIONAL BUSINESS

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# INFORMATION FOR MANAGERS

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## 1

### General Information Sources

#### Information Services

**ADP NETWORK SERVICES, INC.**

175 Jackson Plaza  
Ann Arbor, MI 48106  
(313) 769-6800

International time-sharing company

- Provides on-line access to twenty Chase Econometric (see 5) data bases for international, national and regional sectors and economies and the U.K. macroeconomic data base from the U.K. Central Statistics Office

**BI/DATA**

Business International Corp.,  
One Dag Hammarskjold Plaza,  
New York, NY 10017;  
regularly updated; consult publisher for price

Reports available on thirty-five major economies

- On-line computer service giving access to world market statistics and forecasts including demographic, economic, labor, population growth, production cost, export, import, and exchange and interest rate data in 131 countries; printout summary produced annually

**BIZ-DEX**

The Chase Manhattan Bank, N.A.,  
One Chase Manhattan Plaza,  
New York, NY 10081;

monthly; typed/offset 34 pages;  
\$60 per year (includes loose-leaf binder)

- Provides abstracts in each issue of between 90 and 125 current articles on subjects of interest to managers of multinational businesses; covers domestic as well as international issues; indexed semiannually

**BUREAU OF NATIONAL AFFAIRS, INC.**

1231 25th St. NW  
Washington, DC 20037  
(202) 452-4200

**Contact(s):**

Deanne E. Neuman, Managing Editor,  
International Trade Reporter

Large research, information and educational firm specializing in economic and legal issues related to national policy in such areas as arbitration, energy, the environment, employment, labor relations management, patent trademark, copyright and international business and finance

- Publishes and distributes books on international tax planning, foreign investment and other financial subjects.

- Offers specialized manuals, periodicals and information services, including *Export Shipping Manual* (see 131), *U.S. Export Weekly* (see 129), *U.S. Import Weekly* (see

139), *Tax Management—Foreign Income* (see 77) and *Tax Management International Journal* (see 77)

- Offers inquiry and research service (through its Research and Special Projects Division) which conducts surveys, assembles statistical data and otherwise provides information tailored to client needs

### **BUSINESS INTERNATIONAL CORPORATION**

1625 Eye St. NW  
Washington, DC 20006  
(202) 833-8600

#### **Contact(s):**

Norman M. Wellen, Executive Vice President

Major research, publishing and advisory organization offering a comprehensive set of international business services and information resources to American, foreign and multinational firms as well as banks, legal offices, universities and government agencies; employs 220 full-time staff members with representatives in seventy-five countries

- Offers extensive advisory services under three programs: (1) Advisory Service offers direct confidential advice and consultation to individual companies and executives on any international business problem; (2) Associate Client Program provides basic reference materials with weekly, monthly and quarterly updates; client may subscribe to global programs or European, Latin American or Asian programs; (3) Executive Services provides publications, roundtable meetings, contract research and advisory services within the framework of the following programs: Corporate Headquarters (for senior policy makers), European, Latin American, Asian, Global (which combines the first four programs); Headquarters and World Headquarters (for smaller companies); there are also programs for companies or executives with specific responsibilities in Australia, Western Europe, Southeast Asia, Eastern Europe, the

Middle East and Africa; programs are also available for English-speaking European executives, Australian companies, Mexican companies and German-speaking executives with Eastern European responsibilities

- Offers specialized contract research and consultation tailored to client needs; some of the major areas covered are: international business environment, political risk, sales and market research, corporate research, international operations strategies, management, finance, industry studies, public policy studies and advanced technology studies of the U.S. market

- Conducts roundtable meetings as follows: (1) 3–4 day Government Roundtables for off-the-record discussions between U.S. business personnel and top foreign government officers and business leaders; (2) one-day Functional Roundtables on business problems and processes; (3) yearly Chief Executive Officer Roundtables to discuss with experts subjects of long-range importance; (4) one-day World Forecasting Roundtables held at several sites in the U.S. and in Geneva and Tokyo to consider concrete three-year economic, political and monetary forecasts for major world markets; (5) World Currency Forecasting Roundtables, similar to the preceding one, but focused on monetary issues; (6) Washington Roundtables which bring together business and government representatives to discuss current U.S. government policy issues; and (7) unscheduled “Alert” Roundtables in response to unexpected events

- Offers “BI/DATA,” an on-line computer service giving access to world market statistics and forecasts (see 3)

- Offers “BI/Metrics,” a monthly currency forecasting service based on econometric models; consults and advises on use of forecasts (see 64)

- Offers the following educational and training programs: (1) International Seminar, eight days, covers all major aspects of international business for new executives or experienced executives wishing a refresher course (offered in the U.S. only); (2) Seminar on

International Finance, three days, for both financial and non-financial line officers (offered in the U.S. and Europe); (3) Doing Business with Eastern Europe, three days, for both experienced and less experienced executives with Eastern European responsibilities (offered in Geneva, Switzerland); (4) Latin American Seminar, five days (in U.S. and Europe); will also tailor special seminars or training programs to client needs

- Publishes wide range of materials in the following categories: (1) weekly reports on Europe (see 215), Latin America (see 223), Asia (see 205), China (fortnightly) (see 12), Eastern Europe (see 207), general international business, and money; (2) Periodically updated reference services on investing, licensing, trading conditions, financing foreign operations, doing business with Iran and doing business in Eastern Europe (including separate services for Bulgaria, Albania, Hungary, Czechoslovakia, German Democratic Republic, Poland, Romania, USSR and Yugoslavia); (3) research reports and in-depth studies on market conditions, operating problems, management techniques and business opportunities with general, country or regional focus (4) short- or medium-term forecasts for the following countries: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Denmark, Dominican Republic, Ecuador, Finland, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Japan, South Korea, Malaysia, Mexico, the Netherlands, Nigeria, Norway, Pakistan, Peru, the Philippines, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, the United Kingdom, Venezuela and the United States; (5) compensation surveys for twenty-four countries (see 159) and living cost surveys for sixty-nine cities (see 159) worldwide

#### **CHASE ECONOMETRIC**

150 Monument Road  
Bala Cynwyd, PA 19004  
(215) 667-6000

#### **Contact(s):**

David Nixon, Director of Product Management

Provides computer-based forecasts of world economic conditions for clients composed of the planning divisions of major industries and government agencies; client receives written reports, on-line access to the forecasting models (in commercial or batch time), training in the use of the model and consulting services

- Offers international economic forecasting service based on econometric models of over 30 countries using 80 variables; can forecast world economic environment and simulate global impact of hypothetical events and developments; \$17,500 per year

- Offers international monetary exchange rate forecasting service based on world econometric model; \$15,000 per year

#### **CHASE MANHATTAN BANK, N.A.**

Trade Banking Group  
One World Trade Center, 78th Floor  
New York, NY 10048  
(212) 432-8000

#### **Contact(s):**

Peg Wieland, Vice President  
(212) 432-8072

Major business information source on international trade and finance

- Provides medium- and long-term consulting on international business operations, including market research, feasibility studies, the formulation of entry strategies and whatever else is appropriate to the needs of the client

- Publishes major international trade reference books and guides, including *Chase World Guide for Exporters* (including *Export Credit Reports*), see 124, *Trade and Credit*:

*Problems and Resolutions, International Trade Financing* (see 100) and the series *Developing Business in the Middle East and North Africa* with volumes on Egypt (see 230), Saudi Arabia (see 682), Algeria (see 243), Iraq (see 486) and the Gulf States (see 230)

- Offers *Biz-dex*, a business-article abstracting service (see 3)

### THE CONFERENCE BOARD

845 Third Ave.  
New York, NY 10022  
(212) 759-0900

#### Contact(s):

Charles J. Ferrero, Vice President,  
Development

Large, nonprofit, corporate, institutional and individual membership organization (4,000 members worldwide), providing information resources about American, foreign and multinational business operations oriented to specific organizational functions (operations planning, finance, etc.); fees voluntary but recommended on basis of size and type of organization; resources available to press and media

- Provides comprehensive information research service available to members by phone, mail or in person

- Prepares and distributes regular research reports on many phases of international business operation, including organization, licensing, government regulations, personnel policies, finances, business climate, technology transfer, joint ventures, taxes, export/import, etc.; publishes annual cumulative index to Board-published research

- Publishes the following newsletters and journals: *Global Investment Flows* (quarterly; lists and describes location of investment and firms involved); *Foreign Investments in U.S. Manufacturing Industries* (quarterly; gives name and location of foreign firms and brief description); *International Economic Score-*

*board* (bimonthly; reports on status of leading indexes for major industrial countries); *Across the Board* (monthly; general interest articles); *Key Company Directory* (quarterly; lists international activities of approximately 5,000 U.S. manufacturing firms)

- Conducts conferences, courses, briefings and seminars (over 200 annually) for worldwide clientele and on most international business issues

- Maintains extensive library at New York headquarters

### CONGRESSIONAL INFORMATION SERVICE, INC.

4520 East-West Highway  
Washington, DC 20014  
(301) 654-1550

#### Contact(s):

Customer Service Representative

Comprehensive reference service for all documents produced by the U.S. Congress and all statistical data produced by the U.S. government. Includes *CIS/Index to Publications of the United States Congress* (CIS) and *American Statistics Index: A Comprehensive Guide and Index to the Statistical Publications of the United States Government* (ASI). Access to CIS and ASI services and documents may be obtained through any reference library subscribing to them or from CIS Customer Service Representative, Box 30056, Washington, DC 20014, (301) 654-1550, Ext. 300

- Publishes a CIS monthly bulletin (combined annually into a bound volume) abstracting all House and Senate publications, including documents from the following relevant committees and subcommittees: SENATE: Foreign relations, Commerce, Science and Transportation, Human Resources, African Affairs, European Affairs, Foreign Economic Policy, East Asian and Pacific Affairs, Foreign Operations, Tourism and Sugar,



Labor and HHS, International Environment, International Trade, Western Hemisphere Affairs, Foreign Assistance, International Finance, Foreign Agricultural Policy, Near Eastern and South Asian Affairs; HOUSE: Interstate and Foreign Commerce, Education, International Relations, International Economic Policy and Trade, Africa, International Organizations, International Development Institutions and Finance, Europe and the Middle East, International Development, International Economics, Panama Canal, International Trade, Investment and Monetary Policy, Domestic and International Scientific Planning, Analysis and Cooperation, Asian and Pacific Affairs, Inter-American Affairs, Internal Security and Scientific Affairs

- Publishes a CIS monthly bulletin (combined annually into a bound volume) indexing all of the above abstracts; indexed by subject, country, world region and international organizations including references to: foreign trade, international travel, foreign trade promotion, foreign investment, international law, multinational corporations, foreign exchange, East-West trade, trade agreements, international education, international taxation, foreign economic relations, international organizations, passports and visas, treaties, international finance, international exhibitions and trade fairs, foreign corporations, international cooperation in science, tariffs, international cultural relations, educational exchange, international banking, area studies, export controls, import restrictions, foreign loans, foreign relations, customs administration, special foreign currency programs (education), travel, tourism, travel services, tourist trade

- Publishes an ASI monthly bulletin (combined annually into a bound volume) abstracting all documents with statistical information published by the executive, judicial and legislative branches of the U.S. government, including those concerned with international affairs, and an ASI monthly bul-

letin (combined annually into a bound volume) indexing all of the above abstracts; indexed by subject, country, world region, trade commodities, business, education and travel organizations, and international organizations; includes all references listed above under CIS, plus: international transactions (including travel), international employees, foreign labor conditions, international cooperation in science and technology, international cooperation in environmental science, foreign agriculture, foreign budgets, foreign language education, foreign students, foreign loans, foreign opinion of the U.S., exports and imports, foreign trade controls

- Offers CIS and ASI Microfiche services which make available full-text microfiche copies of all documents listed and AcCIS On-Line Search Services which makes possible direct on-line computer searching of all ASI abstracts and indexes from 1970 to the present

## **DATA RESOURCES, INC.**

24 Hartwell Ave.  
Lexington, MA 02173  
(617) 861-0165

### **Contact(s):**

Joseph E. Kasputys, President  
Otto Eckstein, Chairman

Major consulting and time-sharing company combining on-line computer data access with consulting, training, education and contract research

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