BUSINESS and POLITICS

EDITOR-IN-CHIEF
Vinod K. Aggarwal, University of California, Berkeley, USA

EDITOR
Emerson Tiller, University of Texas, USA

ASSOCIATE EDITORS
Asia and the Pacific
John Ravenhill, Edinburgh University, UK

Europe and Africa
Cédric Dupont, Graduate Institute of International Studies, Geneva, Switzerland

Latin America
Maxwell Cameron, University of British Columbia, Canada

North America
Thomas Gilligan, University of Southern California, USA

Cases and Commentary
Douglas Schuler, Rice University, USA

ASSISTANT EDITOR
Edward A. Fogarty, University of California, Berkeley, USA

EDITORIAL BOARD
Pierre Allan, University of Geneva, Switzerland; David Baron, Stanford University, Stanford, USA; David Besanko, Northwestern University, USA; Richard Buxbaum, University of California, Berkeley, USA; Stuart Chemtob, Attorney, Washington D.C., USA; Beverly Crawford, University of California, Berkeley, USA; Frank Cross, University of Texas, USA; John de Figueiredo, Massachusetts Institute of Technology, USA; Justin Greenwood, Robert Gordon University, UK; Paolo Guerrieri, University of Rome, Italy; Ronald Gutfeilsh, HPB Associates, USA; Gary Hufbauer, Institute of International Economics, Washington DC, USA; Merit Janow, Columbia University, USA; David Kang, Dartmouth College, USA; Peter Katzenstein, Cornell University, USA; Robert Lawrence, Harvard University, USA; Joanne Oxley, University of Michigan, USA; Brian Roberts, University of Texas, USA; Susan Rose-Ackerman, Yale University, USA; Richard Shell, University of Pennsylvania, USA; Brian Silverman, Harvard University, USA; Pablo Spiller, University of California, Berkeley, USA; Paula Stern, The Stern Group, Washington, DC, USA; Shu Urata, Waseda University, Japan; David Vogel, University of California, Berkeley, USA; Maria Weber, Bocconi University, Italy; Barry Weingast, Stanford University, USA; Oliver Williamson, University of California, Berkeley, USA; Graham Wilson, University of Wisconsin, USA; Mark Zachar, University of British Columbia, Canada

Business and Politics publishes articles, cases, and commentaries within the broad area of the interaction between firms and political actors. Two specific areas of particular interest to the journal: 1) The use of nonmarket corporate strategy including internal organizational design decisions as well as external strategies. Internal organizational design refers to management structure, sourcing decisions, and transnational organization with respect to the firm’s nonmarket environment. External strategies include legal tactics, testimony, lobbying and other means to influence policy makers at all levels of government and international institutions as an adjunct to market strategies of the firm. 2) Efforts by policymakers to influence firm behavior through regulatory, legal, financial, and other government instruments.

Business and Politics does not favor any particular methodology or approach, but emphasizes analytical rigor and novel empirical analysis. The journal publishes articles that focus on different regions of the world, cross-regional studies, and interdisciplinary work. It strongly encourages perspectives from business, political science, law, economics, and public policy.

Editorial Correspondence should be addressed to: Professor Vinod Aggarwal, Editor-in-Chief, Business and Politics, 802 Barrows Hall #1970, University of California, Berkeley, California 94720-1970 or bap@socrates.berkeley.edu.

Advertising: USA/Canada: The Advertising Manager, PCG, 875 Massachusetts Avenue, Suite 81, Cambridge, MA 02139, USA. Tel: +1 617 497 6514; Fax: +1 617 354 6875.
EU/Rest of the World: The Advertising Manager, Taylor & Francis, PO Box 25, Abingdon, Oxfordshire OX14 3UE, UK. Tel: +44 (0)1235 401 000; Fax: +44 (0)1235 401 550.

Business correspondence, including orders and remittances relating to subscriptions, back numbers and offprints, should be addressed to the publisher: Taylor & Francis Ltd, Customer Services Department, Rankine Road, Basingstoke, Hants RG24 8PR, UK.

ISSN 1369-5258

The journal is published three times a year, April, August and November. These three issues constitute one volume. A Volume Contents and Author Index is published in the last issue of the volume.
SUBSCRIPTION RATES
ISSN 1369-5258
Institutional rate (includes free online access): £106.00 US$175.00
Personal rate (print only): £26.00 US$37.00
Subscription rates include postage/air speeded delivery

ORDERING INFORMATION
Please complete in full the details on the Order Form and return to:
Taylor & Francis Ltd, Customer Services Department,
Rankine Road, Basingstoke, Hants RG24 8PR, UK

OR TO
Taylor & Francis Inc, 325 Chestnut Street, 8th Floor,
Philadelphia, PA 19106, USA

By fax:
+44 (0)1256 330245 (UK)
+ 1 215 625 2940 (USA and Canada)

By telephone:
+44 (0)1256 813000 (UK)
+ 1 800 354 1420 (USA and Canada)

By WWW:
http://www.tandf.co.uk

By e-mail:
enquiry@tandf.co.uk

For further details on the journal, including contents pages, please visit the Carfax Website at http://www.tandf.co.uk/journals

COPYRIGHT
Copyright © 2001 Taylor & Francis Ltd. All rights reserved. No part of this publication may be reproduced, stored, transmitted, or disseminated, in any form, or by any means, without prior written permission from Taylor & Francis Limited, to whom all requests to reproduce copyright material should be directed, in writing.

Taylor & Francis Limited grants authorization for individuals to photocopy copyright material for private research use, on the sole basis that requests for such use are referred directly to the requestor’s local Reproduction Rights Organization (RRO). The copyright fee is $14 exclusive of any service charge or fee levied. In order to contact your local RRO, please contact: International Federation of Reproduction Rights Organisations (IFRRO), rue du Prince Royal, 87, B-1050 Brussels, Belgium; e-mail: ifro@skynet.be Copyright Clearance Center Inc., 222 Rosewood Drive, Danvers, MA 01923, USA; e-mail: info@copyright.com Copyright Licensing Agency, 90 Tottenham Court Road, London W1P 0LP; e-mail: cla@cla.co.uk

This authorization does not extend to any other kind of copying, by any means, in any form, and for any purpose other than private research use.

ABSTRACTING AND INDEXING SERVICES
Business and Politics is indexed in International Political Science Abstracts and Zeller Verlag (1BZ/1BR).
BUSINESS AND POLITICS

Volume 3  Number 2  August 2001

Preface  85

Articles
Corporate Market and Nonmarket Strategies in Asia: A Conceptual Framework  Vinod K. Aggarwal  89


Dogfight over Asia: Airbus vs. Boeing  Wayne Sandholtz & William Love  135

Congestion Ahead: Japanese Automakers in Southeast Asia  Gregory W. Noble  157

Finding the Right Chemistry: The U.S. Chemical Industry in Asia  Kun-Chin Lin  185