BUSINESS AND POLITICS

EDITOR-IN-CHIEF
Vinod K. Aggarwal
BUSINESS AND POLITICS

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

ASSOCIATE EDITORS
Maxwell Cameron, University of British Columbia, Canada
Cédric Dupont, The Graduate Institute, Switzerland
Thomas Gilligan, University of Texas, USA
Witold Henisz, University of Pennsylvania, USA
Keith Krehbiel, Stanford University, USA
John Ravenhill, Australian National University, Australia

MANAGING EDITOR
Philip Rocco, University of California, USA

ASSISTANT MANAGING EDITOR
Christopher Adam Hussey, University of California, USA

DE GRUYTER
Business and Politics (BAP) solicits articles within the broad area of the interaction between firms and political actors. Two specific areas are of particular interest to the journal. The first concerns the use of non-market corporate strategy. These efforts include 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 non-market environment. External strategies include legal tactics, testimony, lobbying and other means to influence policymakers at all levels of government and international institutions as an adjunct to market strategies of the firm. A second area of interest involves efforts by policymakers to influence firm behavior through regulatory, legal, financial, and other government instruments.


ISSN 1369-5258 · e-ISSN 1469-3569

All information regarding notes for contributors, subscriptions, Open Access, back volumes and orders is available online at http://www.degruyter.com/bap.

RESPONSIBLE EDITOR Vinod K. Aggarwal, Department of Political Science and Haas School of Business, 802 Barrows Hall, 1970b, University of California, Berkeley, CA, 94720-1970, Email: bap@socrates.berkeley.edu

JOURNAL MANAGER Holger Kleessen, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany. Tel.: +49 (0)30 260 05-376, Fax: +49 (0)30 260 05-250, Email: holger.kleessen@degruyter.com

RESPONSIBLE FOR ADVERTISEMENTS Claudia Neumann, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany. Tel.: +49 (0)30 260 05-226, Fax: +49 (0)30 260 05-322 Email: anzeigen@degruyter.com

© 2014 Walter de Gruyter GmbH, Berlin/Boston

TYPESETTING Compuscript Ltd, Shannon, Ireland

PRINTING Franz X. Stückle Druck und Verlag e.K., Ettenheim
Printed in Germany

https://doi.org/10.1515/bap-2014-frontmatter3 Published online by Cambridge University Press
Contents

Research articles

Lourdes Casanova and Eduardo Rodríguez-Montemayor
The bridge model: how Spanish multinationals are building economic ties between Asia and Latin America —— 373

Daniel Buhr and Rolf Frankenberger
Emerging varieties of incorporated capitalism. Theoretical considerations and empirical evidence —— 393

Matthew Moran and Daniel Salisbury
Sanctions and the insurance industry: challenges, risks and opportunities —— 429

Jeffrey Drope and Abdur Chowdhury
The puzzle of heterogeneity in support for free trade —— 453