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## Book Review

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## Book Reviews

**HELENA SZEJNWALD BROWN, ET AL., CORPORATE ENVIRONMENTALISM IN A GLOBAL ECONOMY: SOCIETAL VALUES IN INTERNATIONAL TECHNOLOGY TRANSFER.** (Quorum Books 1993) [264 pp.] Acknowledgments, bibliography, figures, index, tables. LC 92-19851; ISBN: 0-89930-802-3. [\$49.95. P.O. Box 5007, Westport CT 06881.]

Using three multi-national corporate (MNC) case studies, the authors show that many forces interact in the complicated and controversial processes of siting hazardous manufacturing facilities within certain developing countries. The cases offer a firsthand glimpse into at least the corporate part of the black box wherein such decisions are made. Chronicling the significance of contrasting social values of MNCs and developing countries' governments in their respective decision-making, these studies promise empirical rather than philosophical or ethical analyses.<sup>1</sup>

Data was gathered in interviews, discussions, site visits, and studies of key documents used in each transaction. The investigation period spanned the time for negotiations, licensing, construction of each facility and actual start-up. A long-term analysis was attempted "to the extent necessary to understand the effects on performance of the decisions made during siting."<sup>2</sup>

Contrasting social values are grouped as: environmental, health, and safety concerns (EH&S) and development, equity, and independence concerns (DE&I). The authors note inherent conflicts between these sets because they often represent multiple desirable goals that cannot be realized simultaneously, given limited host country and MNC resources. When MNCs and developing host countries each act in their own best interests, social values are traded off and compromised. The significance of EH&S and DE&I value sets is fully analyzed in chapter 2, along with assessing the degree to which these conflicting values are compatible or incompatible within and between the social value sets and

<sup>1</sup> At 41.

<sup>2</sup> At 9.

communicating how value interactions add to EH&S outcomes at the facility level.

Chapter 3 details the involved host countries and MNCs, and chapter 4 describes the case studies. Chapter 5 discusses the host countries' values, and chapter 6 discusses the corporate cultures of the three MNCs. Chapter 7 outlines the nature of the business arrangements between the corporation and their partners, and chapter 8, is a synthesis of the authors' findings.

There is little doubt that the authors have exercised much effort to make their selected case studies unbiased and enlightening. However, as pointed out by the authors, of fifty MNCs offered the chance to participate, only three, DuPont, Occidental Chemical, and Xerox, agreed to make their decision making public.<sup>3</sup> All three are MNCs that are "large, rich in resources, and eager to share their strong policies and commitment to EH&S."<sup>4</sup> Conclusions based on these studies, no matter how thorough, cannot be by the authors' own admission, generalized to firms that do not share some, not to mention all, of these attributes.

Thus, while the authors' research is interesting, without a more extensive data set, this book constitutes little more than a close examination of recent facility siting decisions by three major corporations. Nothing more; nothing less.

Suzanne B. Watson<sup>†</sup>

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<sup>3</sup> At 10.

<sup>4</sup> *Id.*

<sup>†</sup> Ms. Watson, received her B.A. from Bowdoin College and J.D. from Franklin Pierce Law Center [FPLC]. As a FPLC Research Fellow, she is organizing a conference on the relationship between environmental protection and intellectual property.