

NEW FROM THE FREE PRESS

“An important work. By emphasizing the value of both domestic and foreign competition in strengthening a nation’s industries, Michael Porter provides a compelling argument against marching down the path of managed trade.”

—Roger Porter

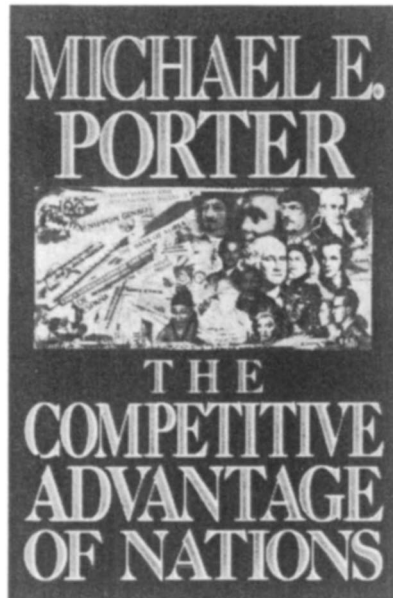
THE COMPETITIVE ADVANTAGE OF NATIONS

Michael E. Porter,
Harvard Business School

Building on the seminal achievements of his best selling *Competitive Strategy* and *Competitive Advantage*, Michael Porter presents a brilliant new paradigm which explains the factors that determine the success of nations and their firms in international competition. He examines and explains the importance of the phenomenon of “clustering” where groups of successful firms and industries emerge in one country to gain leading market positions. Among the over 100 industries in ten nations studied, Porter examines German chemical and printing industries, Swiss textile equipment and pharmaceuticals, Swedish mining equipment and truck manufacturing, Italian fabric and home appliances, and American software and movies. He formulates the general principles which govern the origins and development of these internationally successful groupings. In a work destined to become the standard reference on global competitiveness, Porter breaks new ground in the economic analysis of global markets, and describes how any company can tap its nation’s advantages in international competition.

1990 ISBN: 0-02-925361-6 \$35.00

*For VISA, MasterCard or American Express orders, call toll-free 1-800-323-7445
between 9am-5pm Eastern Time.*



THE FREE PRESS

A Division of Macmillan, Inc.
866 Third Avenue, New York, New York 10022

MICHIGAN MICHIGAN MICHIGAN

A new series

STUDIES IN INTERNATIONAL TRADE POLICY

Robert H. Stern, General Editor

John H. Jackson and
Edwin A. Vermulst, Editors

Antidumping Law and Practice

A Comparative Study
cloth \$69.50

John Whalley, Editor

Developing Countries and the Global Trading System

Volume 1: Thematic Studies cloth \$39.50

Volume 2: Country Studies cloth \$39.50

John Whalley, Coordinator

The Uruguay Round and Beyond

cloth \$32.50

These three volumes, edited by John Whalley, incorporate the results of the Ford Foundation Project on Developing Countries and the Global Trading System. The set of three volumes is available at a special price of \$99.00.

John S. Odell and
Thomas D. Willett, Editors

International Trade Policies

Gains from Exchange between
Economics and Political Science
cloth \$39.50

*ALSO AVAILABLE,
SPRING 1990*

Harold K. Jacobson and
Michel Oksenberg

China's Participation in the IMF, the World Bank, and GATT

Toward a Global Economic Order
cloth \$32.50

Ulrich Herbert

A History of Foreign Labor in Germany, 1880-1980

Seasonal Workers/Forced Laborers/
Guest Workers

Translated by William Templer

A volume in our new series, Social History,
Popular Culture, and Politics in Germany.
cloth \$37.50

Michigan residents, include 4% sales tax.



THE UNIVERSITY OF MICHIGAN PRESS

Dept. HX P.O. Box 1104 Ann Arbor, Michigan 48106