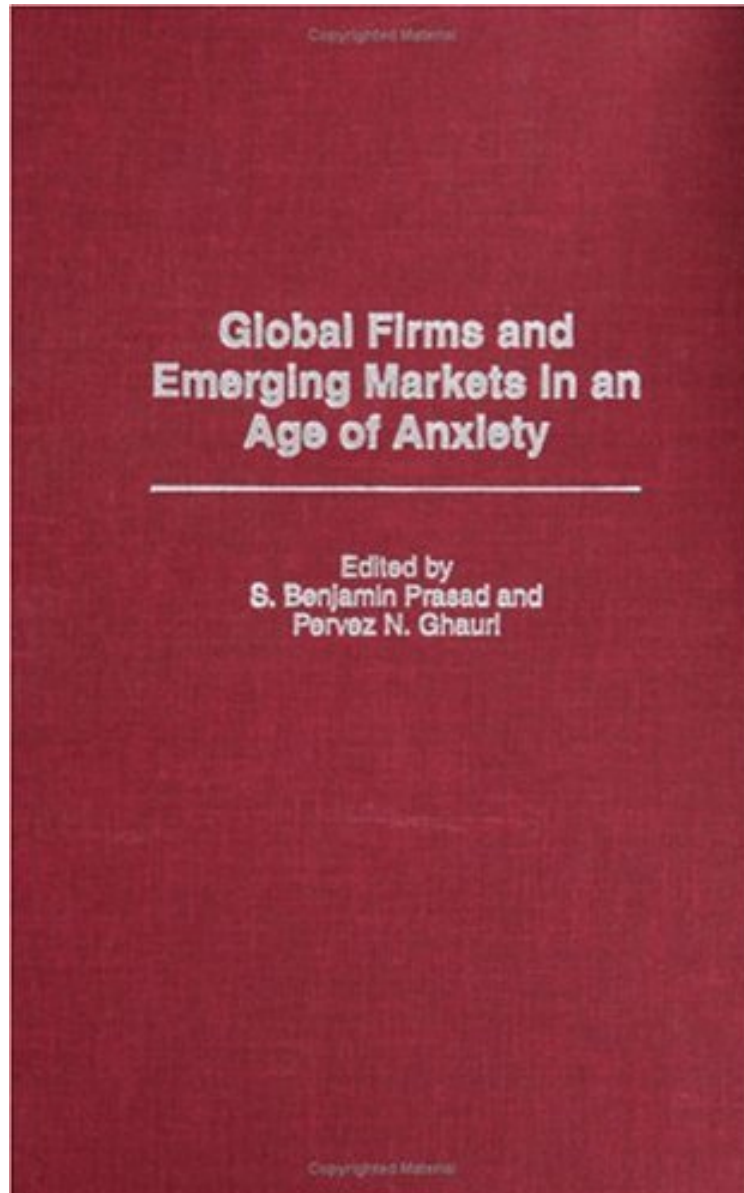


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The terrorist attacks of September 11, 2001, ushered in an age of anxiety along with the new century, an anxiety that

has affected the international business climate in a variety of subtle and not-so-subtle ways. For one, the cost of doing business internationally has increased, for global firms and host countries alike. For another, understanding shifting geopolitical conditions in the developing world has become more crucial than ever to grasp if the world's multinationals—whether of American, British, European, or Japanese origin—are to take the best advantage of new market opportunities. These market opportunities are well within the experience range and grasp of the multinational consumer product and industrial firms as well as service enterprises. But the same corporate methodologies that were employed in decades past are unlikely to be sufficient for the age of anxiety that is upon us. The contributions assembled here offer the benefits of the collective wisdom of mature scholars with decades of consulting experience along with fresh ideas and new research hypotheses.