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## **Book Reviews**

### **Foreword**

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This issue of EJIM contains reviews of three very different books. While all are germane to international management practitioners, as well as scholars, they emanate from a spectrum of authors with very different backgrounds writing for very different purposes.

Hans Jansson is a Swedish academic who suggests that a key to understanding emerging markets may best be found through exploring the integrative aspects of an institutional network approach. Rather than individual components, Jansson advocates using the heuristic of economic and social legitimisation of multiple support systems, where successful organisations adapt their strategies to these networks to foster maximum success. Swedish writers have long held that community-based and otherwise social approaches to business problems are worthy of consideration and application.

André Chieng, whose background is both substantially French as well as Chinese, examines the holistic distinctions of Chinese and Western thought, avoiding pitfalls of many other writers who presume that Chinese approaches to management (and life) – similar to Chinese approaches to many other institutions and entities – are ‘developing’ toward more ‘advanced’ Western approaches. Comparisons, therefore, are moved from direct to oblique, as Chieng seeks to convince his readers that thinking ‘different’ is not only useful but also a business and research imperative when considering Chinese thought and practice.

Gary Hamel, a rare breed of academic and consultant who is respected by both camps, has written another book trumpeting his belief that ‘different’ is not only better but essential for business survival. His most recent hop scotching across the Atlantic finds him returning to the London Business School, where he is studying innovation intensely (also how to instill and foster management innovation in existing organisations). This most recent tome provides representative anecdotal examples, as well as his ongoing admonitions that practices that worked well for managers immediately following the industrial revolution will likely suffocate modern organisations as the information revolution continues to unfold. Revolutionising management (and the institutions they manage) is easier said than done and Hamel’s efforts at LBS and his recent book seek to provide descriptive, as well as prescriptive, suggestions for managers and academics who are serious about managing for the future (instead of the past).

All of these books relate directly and indirectly to international management and each provides a uniquely European perspective (though all are laced with multi-continent input and perspective). EJIM solicits reviews of books that are timely, relevant and valuable for international management research and practice. If you are interested in

submitting a book review for publication consideration, please review the guidelines and contact one of the book review co-editors (Harry Domicone: [domicone@clunet.edu](mailto:domicone@clunet.edu); [domicone@callutheran.edu](mailto:domicone@callutheran.edu); Manfred Fuchs: [manfred.fuchs@uni-graz.at](mailto:manfred.fuchs@uni-graz.at)).