

**ALERTA DE ARTICULOS
RECIENTES EN ECONOMIA Y
COMERCIO - SITIOS EN INTERNET
03/03**

Diciembre 5, 2003

Estimado(a) señor(a):

Tenemos el agrado de presentarle una bibliografía en Economía y Comercio como parte de nuestro Servicio de Alerta, que esperamos sea de su interés.

Le agradeceremos señalar los artículos que necesite en la hoja de pedidos, lo cual le permitirá conservar la lista de artículos con sus resúmenes. Por favor, devolverla al Centro de Información y Referencia de la Embajada de los Estados Unidos de América por correo (Av. La Encalada, cuadra 17 s/n, Monterrico, Lima 33), vía fax (Nuevo número: 618-2725), o por correo electrónico a: ircdirector@pd.state.gov, en un plazo máximo de 15 días. Las fotocopias de los artículos y la entrega son de cortesía.

Comercio

1. **LA PROMOCION DEL LIBRE COMERCIO: UN PLANTEAMIENTO GRADUAL.** Embajador Robert B. Zoellick. Obtenido de Internet: <http://usinfo.state.gov/journals/itps/0803/ijps/zoellick.htm>

Establecer el libre comercio en el mundo es una tarea abrumadora. Pero Estados Unidos se compromete, afirma Robert B. Zoellick, representante de comercio de Estados Unidos y miembro del gabinete del presidente Bush. En el Departamento de Estado, Zoellick se ocupó de las conversaciones del Acuerdo de Libre Comercio de América del Norte y la Ronda de Uruguay desde 1989 hasta 1992. Lo que se ofrece ha sido adaptado de un artículo que él escribió para "The Economist" en su número 7-13 de diciembre de 2002.

2. **FREE TRADE, OR COUNTERVAILING POWER FOR THE AMERICAS.** Edwin Reubens. "Challenge" – July/August 2003.

Economic hopes and fears are concentrating in the Southern Hemisphere on the pending Free Trade Area of the Americas (FTAA). This article examines free-trade doctrine in view of actual economic and social conditions among the Latin and Caribbean countries in relation to the big U.S. economy, and it suggests an alternative approach: to build "countervailing power" in the Americas for dealing with the United States in trade, finance, migration, the environment, and other vital issues.

3. **POLITICAL MANIPULATIONS AND MARKET REFORMS FAILURES.** Luigi Manzetti. "World Politics" - April 2003

Economists have underscored that the failure of market reforms in producing sustained growth in emerging markets is the result of poor advice from the IMF, as well as of erroneous macroeconomic policies of domestic decision makers. This article proposes a complementary hypothesis. If market reforms are enacted in a political system with weak accountability institutions, then one should expect the executive to manipulate such reforms in pursuit of such old-fashioned practices as collusion between government and business, political patronage, and corruption. This, in turn, ends up depriving a given economy of potential advantages that could have accrued had the reforms promoted true competition rather than reallocating monopolistic rents and squandering a large amount of resources, explains the author.

4. **SMALL LOANS, BIG POTENTIAL.** Cris Prystay. “Far Eastern Economic Review” – November 13, 2003

Prystay says the performance of Bank Rakyat Indonesia (BRI) shows that microlending in poor countries not only taps a huge, neglected market, but can do so profitably, and with low risk. Microloans now account for about a third of BRI’s total lending, while corporate loans take up only 15 percent and retail loans 55 percent, the author notes. Just 2.5 percent of BRI’s microloans were nonperforming or more than three months overdue in the first nine months of this year—that’s less than half of BRI’s overall nonperforming loan ratio of 4.9 percent, says Prystay. BRI posted a \$140 million net profit for the first half of 2003. At the height of the 1998 Asian financial crisis, BRI’s microlending unit recorded a pretax profit of \$89 million, while its corporate and retail banking units posted losses of \$3.4 billion. Prystay says this shows that microcredit can help maintain a bank’s long-term stability. Available on the Internet at <http://www.feer.com>

5. **BEYOND THE BUBBLE.** Tom Standage. “The Economist” – October 11, 2003

Consumer spending on communications is growing faster than spending in any other category. Despite all these apparently healthy signs, over the past couple of years the industry has become notorious for fraud, bankruptcy, debt, and destruction of shareholder value. Although the industry has continued to grow, it has not done so in the manner, and above all not to the extent, that those in the industry expected. When it became clear that the predicted explosion of demand was not going to happen, operators frantically cut their prices, hoping to fill their empty pipes. The post-bubble opportunities seem to lie in exploiting 3 main trends. The most visible growth area is the continuing rise of mobile phones. The second trend is the growth of high-speed broadband Internet access. A third promising area is the corporate-telecoms market, says the author.

Economía de los países

6. **THE HIDDEN DRAGONS.** Ming Zeng and Peter J. Williamson. “Harvard Business Review” – October 2003

Many Western managers believe that high-tech businesses are immune to competition from Chinese companies. That’s a dangerous misconception. Chinese brands are starting to push into world markets. Are you ready for them? Ask the authors.

7. **BRAZIL AFTER NEOLIBERALISM?** Matias Vernengo. “Challenge” September/October 2003.

Is Lula going to change policies significantly in Brazil from the neoliberal policies of the past? This economist has his doubts. He argues that lower interest rates and a depreciated currency are required and that new restrictions on capital movements are needed.

8. **A SEASON OF HOPE IN ARGENTINA.** Machael Cohen. “Challenge” September/October 2003.

Argentina is currently enjoying a season of hope. Incomes are growing again after a devastating recession. Its policies may provide an alternative to the prevailing ones of the Washington Consensus. As the author notes, the new establishment view—the so-called post-Washington Consensus—is not significantly different from the old one. The social costs of liberalization and public investment are again being overlooked in it, but perhaps not in Argentina, says the author.

9. **BOTTOM-UP ECONOMICS.** Iqbal Quadir and Gardiner Morse. “Harvard Business Review” – August 2003

Quadir is the founder of GrameenPhone, a microcredit development project that has become Bangladesh’s largest phone company in terms of subscribers. The uses of microloans to mobilize an army of individual entrepreneurs to profitably meet an unsatisfied need is the key to replicating success of the GrameenPhone project, the authors say. However, government bureaucracies in many countries resist entrepreneurial activities that may distribute power by imposing systemic obstacles and huge barriers to enter into the marketplace. The real problem with many economic aid efforts is not the lack of capital, but where it goes. They note that capital given to entrepreneurs creates jobs, economic growth and improved governance—but capital given to predatory government bureaucracies only reinforces centralized authority and strengthens vested interests, they explain. They discuss how profit motives of corporations are met while engaging citizens of poor countries in the commerce and trade that can empower them to lift themselves out of poverty.

10. **THE REAL NEW ECONOMY.** Diana Farrell. “Harvard Business Review” – October 2003

A key dynamic of the real new economy is the virtuous cycle of competition, innovation, and productivity growth, explains the author.

Empresas

11. **IN SEARCH OF GLOBAL LEADERS.** Stephen Green et al. “Harvard Business Review” – August 2003.

For all the talk about global organizations and executives, there is no definitive answer to the question of what it really means to be “global.” In this article, five of the world’s top executives describe what it means to them—and what it takes to run a global company.

12. **THE FIVE MINDS OF A MANAGER.** Jonathan Gosling and Henry Mintzberg. “Harvard Business Review” – November 2003

The world of the manager is complicated and confusing. Making sense of it requires not a knack for simplification but the ability to synthesize insights from different mind-sets into a comprehensible whole, say the authors.

Estados Unidos de América

13. **PAPER MONEY AND TYRANNY. FEDERAL RESERVE LIMITING ITS PROPENSITY TO INFLATE OUR WAY TO PROSPERITY.** Ron Paul. “Vital Speeches of the Day” – October 1, 2003

Address by Ron Paul, Congressman from Texas. Delivered to the House of Representatives, Washington, D.C. September 5, 2003

14. **THE PRIVATIZATION OF FOREIGN AID: REASSESSING NATIONAL LARGESSE.** Carol C. Adelman. “Foreign Affairs” – November/December 2003

Foreign aid has returned to the center of U.S. foreign policy. In the decade after World War II, U.S. government dollars helped rebuild Europe and Asia and contain Soviet influence. In the decade after the collapse of the Soviet Union, aid helped newly democratic states recover from the miseries of communism. Today, a third wave of foreign aid is starting to foster development and democracy, particularly in the Middle East, and to stem the onset of pandemics in the developing world, says the author.

15. **THE ECONOMY'S BEGINNING TO GROW... TAX RELIEF, TRADE POLICY AND ENERGY.** George W. Bush. "Vital Speeches of the Day"- September 15, 2003

Address by George W. Bush, President of the United States. Delivered to the Ohio Operating Engineers, Richfield Training Center, Richfield, Ohio, September 1, 2003.

16. **LA FUNCION DE ESTADOS UNIDOS EN LA ECONOMIA MUNDIAL.** Kevin A. Hassett y James K. Glassman. Obtenido de Internet: <http://usinfo.state.gov/journals/itps/0803/ijps/hassett.htm>

El concepto de que los países ricos y las grandes empresas son los principales beneficiarios del comercio libre mundial es un desatino total, dicen Kevin Hassett, director de estudios de política económica del Instituto Norteamericano de la Empresa (AEI) y ex economista principal de la Junta de la Reserva Federal de Estados Unidos, y James Glassman, miembro del AEI y columnista financiero del Washington Post. En este artículo, ambos destacan que el 44 por ciento del déficit comercial de Estados Unidos se mantiene con países en desarrollo, y advierten que esos mismos países serían los más perjudicados por una desaceleración del comercio mundial.

Globalización de la Economía

17. **WHY IS TRADE REFORM SO POPULAR IN LATIN AMERICA?** Andy Baker. "World Politics" – April 2003

Despite wavy national economics and a perception among observers that economic globalization is growing increasingly unpopular, aggregate support for free trade remains quite high across Latin America. This finding is robust to the wording of survey questions and has been quite resilient through time, even in the face of economic stagnation. Statistical analysis of different surveys, including one conducted in fourteen Latin American countries demonstrate that a consumption-based approach best accounts for trade preferences across individuals and countries. Moreover, the theory provides an explanation for the overall popularity of free trade in Latin America: citizens recognize and appreciate the lower price, increased variety, and higher quality of good that have come in the wake of trade liberalization, says the author.

18. **THINK AGAIN: INTERNATIONAL TRADE.** Arvind Panagariya. "Foreign Policy" – November/December 2003

Panagariya discusses several of the myths about global trade. For example, he states that it is not true that "freer trade increases poverty in the Third World". Historically, countries that have achieved large reductions in poverty are generally those that have experienced rapid economic growth spurred in significant measure by openness to international trade, he says. It is also not true that "rich countries are more protectionist than poor ones". On average, poor countries have higher tariff barriers than high-income countries—on average, 13 percent, compared to three percent, Panagariya writes. Responding to the charge that "agricultural protectionism in rich nations worsens global poverty", he notes that if developed countries eliminate all forms of agricultural protection, including subsidies to domestic producers and quotas on foreign imports, their agricultural production will decline and the worldwide price of agricultural products will increase—and then the poor countries that import agricultural products will suffer from higher prices. Panagariya is professor of economics and codirector of the Center for International Economics at the University of Maryland, College Park.

Varios

19. **EL ESFUERZO MUNDIAL PARA SUPRIMIR EL FINANCIAMIENTO DEL TERRORISMO.** Jimmy Gurulé. Obtenido de Internet: <http://usinfo.state.gov/journals/itps/0803/ijps/gurule.htm>

El éxito máximo que puede lograrse en la lucha contra quienes están dispuestos a cometer actos de terrorismo requiere

del apoyo energético de todos los países, dice Jimmy Gurulé, profesor de la Facultad de Derecho de la Universidad de Notre Dame y ex subsecretario de Hacienda durante los primeros dos años de la administración Bush. Gurulé dice que las alianzas internacionales contra el terrorismo son decisivas, el grueso de los bienes y dinero de los terroristas se encuentra fuera de Estados Unidos: “Las redes de financiamiento del terrorismo son mundiales y los esfuerzos para ubicar los fondos y near a los terroristas acceso a estos deben también ser mundiales.”

20. **ECONOMIC DEVELOPMENT: THE PARTNER OF SUSTAINABILITY.** J. Steven Whisler. “Vital Speeches of the Day” – October 1, 2003

Address by J. Steven Whisler, Chairman, President and Chief Executive Officer, Phelps Dodge Corporation. Delivered to the 26th Mining Convention, Arequipa, Peru, September 16, 2003.

Páginas web en temas afines:

The Americas: Regional Trade Issues

<http://usinfo.state.gov/regional/ar/trade>

The Language of Trade

<http://usinfo.state.gov/products/pubs/trade/homepage/htm>

Department of State – Economic Policy and Trade Practices Reports

<http://www.state.gov/e/eb/rls/rpts/eptp>

U.S. Agency for International Development

<http://www.usaid.gov>

U.S. Department of State: International Information Programs:

The World Economic Forum

<http://usinfo.state.gov/regional/nea/summit/0613uswef.htm>

U.S. International Trade Commission – Information Center

<http://www.usitc.gov/webinfcn.htm>

U.S. Department of State – International Health Affairs

<http://www.state.gov/g/oes/hlth>

Free Trade Area of the America’s (FTAA)

<http://www.ustr.gov/regions/whemisphere/ftaa.shtml>

U.S. Department of Commerce - Bureau of Economic Analysis

<http://www.bea.doc.gov/>

Foreign Trade Statistics (US Census Bureau)

<http://www.census.gov/foreign-trade/statistics/index.html>

Statistical Resources on the Web: Foreign and International Economics (University of Michigan)

<http://www.lib.umich.edu/govdocs/stecfor.html>

Economic Statistics Briefing Room (White House)

<http://www.whitehouse.gov/fsbr/esbr.html>

Foreign Trade Information System (OAS)

<http://www.sice.oas.org>

The U.S. and the International Monetary Fund (IMF)

<http://www.imf.org/external/country/USA/index.htm>

The U.S. and APEC

<http://usinfo.state.gov/regional/ea/apec>

Office of the U.S. Trade Representative

<http://www.ustr.gov>

Business Search Engine

<http://www.business.com>

Overseas Private Investment Corporation

<http://www.opic.gov>

Small Business Administration – Office of International Trade

<http://www.sba.gov/oit>

U.S. Customs and Border Protection

<http://www.customs.gov>

The World Bank Group

<http://www.worldbank.org>

Consumers for World Trade

<http://www.cwt.org>

Institute for International Economics

<http://www.iie.com>