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BOOK REVIEWS

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Suominen, Kati (2019) *Revolutionizing World Trade: How Disruptive Technologies Open Opportunities for All.* Stanford University Press: Sanford, CA, USA. 1503610713, 360 pp., $30.00 (paper).

Reviewed by *Yaya Sissoko*, Indiana University of Pennsylvania

Suominen argues that disruptive technologies are changing the concept of trade that has defined globalization for the past three decades. The previous model of world trade enabled thousands of global trade policy decisions, business investments, and others to participate in world trade. The basic premise is that we are on the heels of a new paradigm in world trade that would be more dynamic, inclusive, and will enable prosperity to expand. The new world trade paradigm is called "globalization 4.0" which will open the borders of trade within the next decade; however, this new form of trade has been in place and in its early stages. The World is Flat as written by Thomas Friedman postulated the flat world paradigm in which world trade was dominated by giant corporate supply chains. During this period of globalization of the flat world, major corporations (e.g., Apple, Dell, and General Electric) offshored their manufacturing operations to China because of the lower costs of production. Consequently, China became the world's factory that can mass-produce and export electronics, and many countries began to rely on China for its goods. However, the flat world paradigm no longer applies, and the use of disruptive technologies (e.g., the cloud and digitization, e-commerce, 3-D printing, big data, and cryptocurrencies) will prevail and establish the new patterns of trade.

The author argues that technologies such as ecommerce, 3-D printing, the cloud, and artificial intelligence are providing a new approach to trade. That is, trade will be less about the movement of physical goods across borders and more about the flow of data. The flat world is focused on the trade in parts and components where these products will be assembled into final products in plants in China and other East Asian countries. So, the production hubs in East Asia, North America, and Europe are becoming more virtual, and distances in the supply chains will no longer matter. The latter means that the trade could be done using a laptop, a smartphone, and other devices. Those users can simply review the content on their devices and finalize the criteria required. This will also reduce the costs for all those involved in world trade ranging from small business operations to large firms. That is, all

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firms could become designers, create their own brands, and become exporters, and small firms of one-person multinationals could run their own supply chains in this era of world trade. The use of the Cloud revolutionized the information technology (IT) by enabling any firm to acquire the necessary IT to conduct its business. As a result, firms no longer need to procure massive IT systems to conduct their business. More importantly, firms can rent cloud-based, pay-per-use services; a good example is Etsy. Etsy is an online marketplace for handmade goods, and they do not purchase expensive IT systems. Instead, Etsy procures Amazon computers each evening to analyze its data from its numerous monthly views of its website, and the company receives the necessary data and can adapt its business operations based on the extensive data collected. Thus far, the discussion delved into the supply side of this new paradigm, and there is also a shift in the demand side as well.

Currently, the distribution channels lead straight to consumers to leverage their laptops, tablets, and phones to purchase goods and services that they need. Consequently, there are many non-Web users which could create new market opportunities.

Regardless of these changes in international trade, these new technologies will help streamline production, improve relations with customers, and reduce slack. Mid-sized manufacturers are using 3-D printing, establishing their online stores, using e-billing systems, and accepting cryptocurrencies as payment. Larger firms (e.g., General Electric and Ford) are using 3D printing for various airplane and automotive parts which are then assembled into final products. This new approach enables them to avoid the uncertainties of the global supply chains and having to deal with just-in-time inventories. This new paradigm shift will also enable large firms to engage in cross-border e-commerce and serve customers in countries in which they have brick and mortar stores.

Suominen finds that "globalization 4.0" could be thrive under the flat world because these two approaches of international trade are different. These outdated and inefficient practices can only be overcome through the development of international digital standards for e-commerce and improved customs processes for digital services that transmit data across borders. Suominen believes that the advances in the digital economy provide opportunities for firms to streamline, scale, and trade. At the same time, there is potential for risks, and the use of data is the foundation of the digital economy. Consequently, the European Union imposed limits on access to the consumer data and its transfer across borders, and without question, these limits would complicate customer service and impact the marketing practices of firms. The main goal of this new approach to trade is to create jobs, but some of the governments of emerging markets (e.g., Brazil and Vietnam) are forcing foreign IT companies to localize their servers and build data centers as a condition to gain access to their markets. The latter practices are expensive for firms to comply and could somewhat hinder the impacts of trade. As Suominen points out, the existing models for customs procedures, payments via cross-border, and distribution as well as logistics are not directly applicable under the paradigm of "globalization 4.0" but are designed for the big businesses under the paradigm of the "flat world."

Finally, *Revolutionizing World Trade* provides deep insights to the changes in global trade that could redefine the structure of international trade. In fact, those who are involved in international trade would often characterize trade as expensive, slow, and opaque. More importantly, the introduction of these disruptive technologies cannot be effectively integrated under the flat world paradigm. On the flip side, new global markets for products will be created, and services will be rendered to enable more expansive trade. More specifically, Suominen examines with care the changing face of trade and global business patterns, and these new changes in world trade are driven by expansive access to the Internet and e-commerce. Given the rapid changes in in these trade patterns, we do not know the full implications of "globalization 4.0" and perhaps a new paradigm may emerge for international trade.

Matsushima, Kakuya and Anderson, William P. (2018). *Transportation Knowledge and Space in Urban and Regional Economics.*. Edward Elgar Publishing. Boston, MA. ISBN: 978-1785366055, 384 pp., $27.95 (hardcover).

Reviewed by *Melvyn Sacks*, Society of Government Economists

There is a question of whether industrial policy pushed railroad expansion or industrial expansion first. Transportation generates demand, economies of scale, and generates real income for households. Transportation provides mobility for work and pleasure. The higher the transportation allocation, the greater the levels of aggregate output. Increased transportation means more integrated land use.

Highways have traditionally been foremost in transportation studies, and often, various modes of transportation play increased roles of providing regional development. This has led to skewed models. The first transportation infrastructures were first built in the Northeast states – road, railway, transit, pipelines, and waterways. Transportation infrastructure plays a vital role in stimulating economic activity. However, the system is aging, and new funds for infrastructure are badly needed. Interstate 95 is the main northeast artery, and most northeast highways have reached maximum capacity. Public transit in Europe is much more widely used. Passenger rail and public transit play a critical role in regional economic growth in the United States in highly populated regions. Water transportation has the smallest impact on regional growth. Interdependence of transportation systems is necessary. Toll pricing for highways considers congestion and deterioration of roads, especially by trucks.

Airport charges: If airport charges are reduced, the increased aviation activities can produce long-term effects. There is a strong positive relationship between air service and economic development, including local employment. Employment effects include maintaining airport facilities, handling aircraft and passengers, and transporting people as well as cargo to and from the terminals, with ground transportation, and to hotels.

Indirect effects and multiplier effects: Indirect effects are sectors that supply raw materials, services, and other inputs to support the airline transport sector. Multiplier effects include air transportation on the local economy.

Studies on spatial structures of cities: Individual levels of income often determine areas where people live. For example, households with low income and no cars tend to live in areas with plenty of choices of public transportation, as well as people who care about the environment. The tendency of people to choose locations based on their preferences is referred to as residential sorting.

Private purpose travel, including visiting remote families, is expected to increase as a result of demographic changes. Increasing needs of elderly parents and job market mobility increases the need for private purpose travel. However, further aging of travelers may mean driving is more difficult, and access to public transportation will become more important. Some municipalities are job centers while others are relatively popular places to live, and these areas will also need public transportation. These changes over time are due to urbanization and specialization. Infrastructure investments directly affect the economic model of private and public transportation.

The book has some important connections missing. There was no mention of the effects of climate change and the transportation proposals to deal with it. Automobile makers led by Ford will invest heavily in electric vehicles while Ford along with SK Innovation plan to invest $11.4 billion and create nearly 11,000 new jobs. Production of new Ford electric vehicles and advanced lithium-ion batteries will begin in 2025. The Biden administration proposed a major investment in electric charging stations.

Europe has extensive high-speed passenger trains which will reduce the use of airplanes, which contribute to the use of fossil fuels and global warming. Trains are energy efficient and contribute less to global warming than other forms of transportation. There are relatively few mentions of trains and none of high-speed trains in the book.

Pacelli, Vincenzo & Sica, Edgardo (2021) *The Economics and Finance of Cultural Heritage: How to Make Tourist Attractions a Regional Economic Resource.* Routledge Press: New York USA. ISBN: 978-0-367-89475-7, 146 pp., $160 (hardback)

Reviewed by *Justina Mascaro*, Indiana University of Pennsylvania

As cultural heritage and tourism develop over time with the creation of organizations to protect and preserve heritage assets, Pacelli and Sica analyze the financial and management aspects of these assets as they are also considered tourist attractions. The authors introduce several real-world cases from across the globe and offer insight into how economic theory applies to heritage assets to allow the audience to not only comprehend but also appreciate the full image of heritage assets and how they can be a strategic resource if managed properly.

Overall, the book is divided into two main sections, excluding the introduction. The first section consists of Chapters 1-4, and this part of the book focuses on micro- and macroeconomic theories and how heritage assets can be financed and assessed. Chapters 1 and 2 focus more on the modification in theory these assets require and the productivity as well as environmental sustainability of heritage assets, while Chapters 3 and 4 focus more on the issues related to financing, valuation, and income-generation of these assets. Once the theory is discussed in detail, the next section examines specific national and international examples of heritage assets being utilized as tourist attractions. Using a case-based approach, the authors discuss the various management models and economic drivers for each respective area from Europe to the United States.

The book begins with an overview and an introduction that briefly presents the history of cultural heritage and the importance of the assets in relation to national aesthetics and historical value. The authors then offer definitions and examples of the multitude of cultural heritage items from documents, museums, fashion, and archaeological sites. More specifically, Pacelli and Sica include bylaws and information from the United Nations Educational, Scientific and Cultural Organization (UNESCO).

Chapter 1 dives into the micro- and macroeconomic characteristics of heritage assets and how they require a non-traditional approach. To begin, Pacelli and Sica discuss the importance of this asset class in representing history and the overall tourist experience. With the uniqueness of heritage assets, the microeconomic theory varies as the traditional characteristics of demand, market inefficiencies, and their nature as public goods encompasses pure, spurious, and mixed public goods. Chapter 1 continues at the macroeconomic level in defining the sector itself, the plethora of activities involved, and the performance indicators. It concludes with an analysis of the multiplier effect on income and employment, which leads into the discussion of two of the performance indicators: innovation and environmental sustainability in Chapter 2. In the following chapter, the authors add the impact of innovation and sustainability in the transformation of the heritage sector. Chapter 2 explains the various kinds of innovations and how these new technologies in digitalization have ultimately reduced information asymmetries and broadened the audience. Then, Pacelli and Sica transition into a discussion of sustainability management of these cultural and landscape assets and their dependency on energy saving and the use of renewable resources. Chapter 2 concludes by enumerating the guidelines for energy efficiency in certain types of heritage assets and for managing the seasonality and carrying capacity of tourist flows to preserve an asset's condition.

Pacelli and Sica's goal for Chapter 3 is to cast project financing and financial planning as useful aspects in the strategic management of heritage assets. In addition, they assert that structure in financial operations through utilization of the business plan helps investors and stakeholders see profit-generation capabilities as it outlines the scope and characteristics of the project such as capital strength, intended commercial strategies, and balance sheet forecast. Further, the impact and aim of public programs across Europe are analyzed. In addition, this chapter investigates Italy's inefficiencies in coordination, planning, and management of its cultural heritage. The final portion of the first section, Chapter 4, focuses on the valuation of companies who manage heritage assets. With the inability to replicate heritage assets and their cultural ties, there becomes a divergence between the negotiated price and economic value. Pacelli and Sica consider the various traditional valuation methods of companies but ultimately deem them to be inadequate when applying to companies who manage heritage assets as there needs to be certain nuances applied when one possesses these assets. The chapter concludes with the authors' point that these valuations are complementary, not substitutes.

The case analyses segment of the book begins with Chapter 5 where Pacelli and Sica explore the real-world application of caves as both an environmental and tourist resource. The authors note the prevalence of caves across Italy and, more specifically, discuss the New Zealand Waitomo Glowworm Caves and the Castellana caves. These analyses demonstrate a management company's need to modernize operations while developing a long-term vision and strategic plan. Pacelli and Sica continue analyzing cases of other heritage assets as cultural resources such as the art gallery Pinacoteca di Brera, the National Archaeological Museum of Taranto, and the RavennAntica Foundation. All of these examples are in Italy, yet they utilize various tourist techniques given their governance, strategic objectives, and the socioeconomics of the surrounding areas. The chapter also offers an analysis of each corresponding company's internal and external factors and tourist revenues and flows. The final chapter of the book, Chapter 7, analyzes successful instances of managing heritage assets in Europe and the United States. These final cases are best practices, and Pacelli and Sica demonstrate through various techniques the direct and indirect positive economic effects from employment and income to community integration. It is demonstrated that heritage assets as tourist attractions can create regional value through transparent policies, a strong governance model, focus on social transformation, and public or private investment.

Pacelli and Sica provide an overall view of heritage assets and their value to the community, environmental sustainability, economy, and tourism. They note that the inability to replicate heritage assets allows each community the opportunity to create and sustain its own competitive advantage. The authors incorporate the theory from the beginning of the volume into all of the case analyses, which supports the idea of heritage assets as a regional economic resource.

Khanna, Stuti, Ed (2020) *Writing the City: Looking Within, Looking Without*, Blackswan Private Limited, Hyderabad, India. ISBN 978-93-5287-922-9. 120 pp., $32.97 (paperback).

Reviewed by *Amitrajeet A. Batabyal*, Rochester Institute of Technology

Despite the omnipresence of class and other divisions, the different cities of South Asia today share both commonalities and differences. This state of affairs has given rise to new literary styles and formal methods that have eventually transformed into fiction. The essays in this edited book seek to explore "the symbiotic relationship between form and content, specifically the ways in which city-spaces are produced in literature and in turn reshape the contours of literary writing" (p. xi). The individual contributors focus on the relationship of their writing to place and space, in the process, allowing us "an insight into the creative mind and the unique ways in which it processes the world that we inhabit and [then] transmutes it into literature" (p. xi). In what follows, rather than provide a tedious essay by essay review, I shall sample selectively from the book's contents. This should provide the reader with an adequate flavor for the intellectual contributions of the book.

Chandrahas Choudhury begins the proceedings by discussing the different ways in which Bombay (now Mumbai) and Delhi have influenced his writing. He explains how the 1990s, the decade in which Bombay's politics became "meanly nativist" (p. 2), influenced him personally. He then points out that it was in Bombay that he learned to become a writer of fiction. Specifically, he learned that Bombay could usefully be seen has having two nodes—one with "pulsating energy" (p. 5) and the other with "profound exhaustion" (p. 5). This notwithstanding, it was in Delhi that Choudhury learned "how hard it was going to be to be a good [novelist]" (p. 4). The Swedish transplant to Bengaluru, Zac O'Yeah, focuses on detective novels and contends that place, milieu, and atmosphere are extremely important for a fictional detective. In addition, given that he writes about Bengaluru, a place to which he does not belong, he asks a salient question: "[I]s it the writer who finds his setting, or is it the setting that finds a suitable writer?" (p. 18). Pointing to the work of Martin Cruz Smith, O'Yeah maintains that for a crime novel to hold a reader's attention, it needs to painstakingly recreate "the mundane details of local life to adorn [its] plots…" (p. 19). He agrees that like some Indian writers who are accused of catering to the Western market and sensibilities, he too is attempting to "please Indian readers with outrageous adventures that combine action with humour and romance a la Bollywood..." (p. 24).

Moving away from the bigger Indian cities, Siddharth Chowdhury explores the ways in which Patna has influenced him and his writing of fiction. He points out that the aspects of Patna that have influenced him positively are the city's ability to change frequently and its ability to "provide the comic view of life in a sea of grief" (p. 34). According to Chowdhury, this duality is real life, and therefore, he has attempted to capture it in all the fiction that he has written. Interestingly, Chowdhury refers to the writing of Arundhati Roy and says that "all serious novelists ought to acquire a talent for upsetting "people...for generations with clockwork regularity..." (p. 39).

According to Anjum Hasan, every writer must be able to respond sensibly to the question "Who am I writing for?" She then goes on to discuss how chance events have played a major role in her writings. As she puts it, because of the combined salience of chance encounters and unlikely locations in her work, she tends to think of her own writing as a "series of accidents" (p. 51) that have resulted in a sensibility "formed not through a conscious process of selecting and choosing but by unexpected collisions and serendipitous discoveries" (p. 51). Hasan draws a significant amount of inspiration from the writings of Pablo Neruda. Even so, she understands that as a "middle-class Indian woman in a small Indian city, [she can't] be Neruda" (p. 55). Therefore, she acknowledges the role that her colony life in Bangalore (now Bengaluru) has played in allowing her the luxury of writing while keeping her identity as a writer under wraps.

Pointing to the notion of a "half-baked city" introduced to readers by Aravind Adiga in The White Tiger, Tabish Khair points to the dangers of stereotyping all "half-baked cities" as smaller, less globalized, provincial towns. Although he acknowledges some of the criticisms that have been leveled at provincial towns, he contends that unless one is careful, one is likely to miss much about towns like Gaya—the "half-baked city" where he grew up. In this regard, Khair argues that writings about "half-baked cities" are often unrepresentative because they do not adequately capture the cosmopolitanism of these places. According to Khair, this undesirable state of affairs prevails because cosmopolitanism is frequently a "lived ability to engage with and accept differences..." (p. 86). In particular, because individuals writing from a metropolitan perspective have not "lived" the cosmopolitanism of a place like Gaya, the routine inference that is made is that such a place is not cosmopolitan.

Cyrus Mistry clearly loves both the notion of Bombay and the tangible act of living in it. He believes that it is essential for a writer to be tethered to some place so that (s)he is never in a situation where "people and their preoccupations [are] alien to [the writer's] consciousness..." (p. 97). Mistry laments the fact that even though—unlike his older brother Rohinton Mistry—he did not migrate to a faraway place like Canada, the Bombay of his childhood has increasingly taken a turn for the worse, resulting in his departure from Bombay to a hill station in Tamil Nadu. Regarding the changed environment in Bombay, he says that the "spaces for our democratic principles of equality, freedom of expression, cultural diversity and secularism have shrunk so significantly that there is serious cause for alarm" (p. 99). Recognizing the impact of an adored place on a writer's ability to write, Mistry ends his essay on a melancholy note, hoping that things in Bombay never get so bad that he has to "stop writing altogether" (p. 102).

In sum, this book succeeds partially in informing readers about the nexuses between city-spaces and literary writing. Some of the individual essayists discuss these nexuses in informative ways while others do relatively little. In addition, some of the individual essays are simply too short and hence do not do justice to the issues they raise. That said, readers who are interested in a relatively lighthearted discussion of the ways in which particular aspects of Indian towns and cities have influenced the work of some contemporary writers are likely to profit by perusing this book.