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WEST MICHIGAN BUSINESS REVIEW

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You may have noticed that the articles in the West Michigan Business Review (WMBR) can be generally classified in two categories: Focusing on either an international issue or on some aspect related to west Michigan business practices.

Obviously, the two dimensions are interconnected. West Michigan business practices are always subject to international pressure and global opportunities that come with this relentless competition. Although we did not plan it this way, it is only fitting that our minds should be preoccupied with how we do things and how we relate to the rest of the world. The articles in the current issue are no exception.

At the international level three issues are raised: The potential impact of the economic troubles in Latin America on west Michigan, the prospects of India as a large emerging market and international purchasing strategies of west Michigan firms.

As regards operational issues relevant to west Michigan business practices, three aspects are analyzed: Employing new technologies, dealing with price volatility of raw material prices such as Polystyrene and the role of an informal communication network.

Our regular features on west Michigan stock market performance and economic forecasts point towards some caution and the need to temper our expectations.

There are things to worry about: the war in Bosnia, the Y2K problem, spending rates outpacing disposable income. Economically at least, we are still on the top of the roller coaster ride - but looking down once in a while is not a bad idea!

Hari Singh