

ARTICLE ALERT

June 2012

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Library provides two articles free of charge.

SPOTLIGHT: ASIAN TRADE PROMOTION

1. "Reciprocal Trade Agreements in Asia: Credible Commitment to Trade Liberalization or Paper Tigers?"
[Raymond Hicks](#) and [Soo Yeon Kim](#). *Journal of East Asian Studies*, January-April 2012, 29 pages.

The authors examine the qualitative provisions of reciprocal trade agreements (RTAs) in Asia, focusing on agreements that are geared toward trade liberalization through reciprocal exchanges of trade concessions, and how a broad range of agreement provisions will affect an RTA's ability to achieve its primary objective: trade liberalization.

ECONOMIC AND FINANCIAL EXPANSION

2. "The True Lessons of the Recession"

[Raghuram Rajan](#). *Foreign Affairs*, May/June 2012, 11 pages.

The author, a professor of finance at the University of Chicago Booth School of Business, examines the government policies and economic factors that led to the global financial crisis of 2008-2009, and the history of economic expansion from the 1950s to 2000s.

3. "Enriching the Ecosystem"

[Rosabeth Moss Kanter](#). *Harvard Business Review*, March 2012, 8 pages.

The author, the Ernest L. Arbuckle Professor of Business Administration at Harvard Business School, outlines an agenda for strengthening the links between key institutions for the United States to remain a leader in world markets, and discusses how America can create a richer, more competitive business ecosystem. [Download full text](#) (PDF format; 1.76 MB).

4. "The Villain"

[Roger Lowenstein](#). *The Atlantic*, April 2012, 11 pages.

The author, a financial journalist, profiles Ben Shalom Bernanke, chairman of the U.S. central bank Board of Governors of the Federal Reserve System. He also examines how Bernanke successfully led the U.S. economy out of its 2007-2009 financial crisis.

5. "The 50 Most Innovative Companies 2012"

[Stephen Cass](#). *Technology Review*, April 2012, 4 pages.

The author, a senior editor of *Technology Review*, presents a list of the companies that over the last year have demonstrated original and valuable technology, are bringing that technology to market at a significant scale, and are clearly influencing their competitors.

THE UNITED STATES AND ASIA

6. "Pivot but Hedge: A Strategy for Pivoting to Asia While Hedging in the Middle East"

[David W. Barno](#), et al. *Orbis*, March 2012, 19 pages.

The authors discuss why the United States must balance its rightful new focus on the Asia-Pacific with the volatility that still exists in other areas of the world and offer U.S. a "Pivot but Hedge" strategy to protect its vital interests.

7. "Asia in 2011; Transition?"

[Lowell Dittmer](#). *Asian Survey*, January/February 2012, 5 pages.

Was the U.S. part of Asia, or an outside interloper? What would be the political fallout of leaving Asia to the Asians? The author, a political science professor at the University of California, examines the state of Asia in the past year and the U.S. foreign policy in the region, particularly the U.S. goal of returning to the region.

THE UNITED STATES AND WORLD AFFAIRS

8. "The Twenty-First Century Will Not Be A "Post-American" World"

[Joseph S. Nye](#). *International Studies Quarterly*, March 2012, 3 pages.

Why does it make no sense to speak of unipolarity, multipolarity, or hegemony? The author, a Harvard University Distinguished Service Professor, analyzes American hegemonic decline and the shift of wealth from West to East, focusing on the factors that have caused the U.S. decline.

9. "After America"

[Zbigniew Brzezinski](#). *Foreign Policy*, January/February 2012, 4 pages.

The author, a former national security advisor under President Jimmy Carter, examines the impact of a general decline in U.S. economic power throughout the early 21st century on international social and political stability.

10. "Clear and Present Safety"

[Micah Zenko](#) and [Michael A. Cohen](#). *Foreign Affairs*, March/April 2012, 15 pages.

The authors discuss the state of U.S. national security in 2011 and 2012, particularly the fact that the United States is a safe and well-protected country, and that the opportunities for furthering U.S. interests far exceed the threats to them.

11. "The Incomplete Greatness of Barack Obama"

[Paul Glastris](#). *Washington Monthly*, March/April 2012, 10 pages.

Why does American public think President Obama has not accomplished very much with his three years of presidency? The author, a *Washington Monthly* editor-in-chief, explores the numerous accomplishments of the President, and discusses why the public chooses to focus only on Obama's shortcomings.

U.S. PRESIDENTIAL ELECTIONS 2012

12. "Six More Months"

[George Packer](#). *The New Yorker*, May 14, 2012, 2 pages.

The author, a staff writer at *The New Yorker*, compares the 2012 U.S. presidential campaign strategies of President Barack Obama with those of former Massachusetts governor Mitt Romney, particularly their economic policy as a major deciding factor for the election. He also details Obama's accomplishments against Romney's plans.

13. "From Hope to Hardball."

[Noam Scheiber](#). *The New Republic*, May 10, 2012, 2 pages.

The author, a senior editor at *The New Republic*, compares U.S. President Barack Obama's 2012 election campaign with the campaigning tactics of former President Bill Clinton.

14. "Cable's Rise in 2012"

[Reid Wilson](#). *Campaigns & Elections*, March/April 2012, 5 pages.

The author, an editor-in-chief of *National Journal Hotline*, examines the sharp increase of cable advertising as political strategists spent a huge amount of money buying airtime on cable TV as voters consider their options during the 2012 primary season in the United States.

DEMOCRACY

15. "Democracy@Internet.Org Revisited: Analysing the Socio-Political Impact of the Internet and New Social Media in East Asia"

[Jason Abbott](#). *Third World Quarterly*, March 2012, 25 pages.

The author, director of the Center for Asian Democracy at the University of Louisville, explores the socio-political impact of the internet and new social media in East Asia, focusing on whether the new tools and platforms associated with the latter are having a democratizing effect on the region's authoritarian and semi-authoritarian regimes by opening up a permissive online public sphere in which traditional hierarchies of power are challenged.

GLOBAL POPULATION AND ENVIRONMENT

16. "A Better Eye on the Storm"

Jane Lubchenco and Jack Hayes. *Scientific American*, May 2012, 6 pages.

The authors explore technology that increases natural disasters warning times and the use of artificial satellites in storm prediction, particularly how an increase in the strength and frequency of weather extremes caused by climate change is guiding the development of improved weather prediction in the form of radar technology that gives communities more time to prepare.

17. "Age of Abundance"

Peter H. Diamandis and Steven Kotler. *Discover*, April 2012, 6 pages.

The authors discuss the growths of world population and technology that drive toward an era of plenty and to a future rich with more information, more freedom, and more available resources than ever before.

18. "Demography and Instability in the Developing World"

[Jennifer Dabbs Sciubba](#). *Orbis*, March 2012, 11 pages.

The author, an assistant professor of international studies at Rhodes College, examines the effect of population on national security in developing countries, and how demographic trends will influence conflicts over the next twenty years.

19. "The Deadliest Virus"

[Michael Specter](#). *The New Yorker*, March 12, 2012, 5 pages.

The author, a staff writer at *The New Yorker*, discusses a highly contagious strain of H5N1 or avian flu and the possibility of a pandemic in the event of the virus escaping the laboratory or being used as a biological weapon.

JOURNALISM AND SOCIAL MEDIA

20. "Embracing the Future"

[Paul Steinle](#) and Sara Brown. *American Journalism Review*, April/May 2012, 4 pages.

Is the newspaper industry dying or is it "managing through a transition of consumer habits" en route to a successful new business model? The authors visit 50 newspapers in 50 states in the United States seeking the opinion of U.S. newspaper staff regarding the future of the newspaper industry and the challenges they face in the digital era.

21. "The Law of Online Sharing"

Paul Boutin. *Technology Review*, January/February 2012, 2 pages.

Will the law of social sharing eventually become obsolete? The author, a freelance writer, discusses the role of the social sharing law in the success of online social networking sites such as Facebook and ways in which technologies like frictionless sharing are allowing Facebook to include users' formerly offline activities onto the Web.

22. "The Secret to High Email Open Rates"

[Jarrett Ray](#). *Campaigns & Elections*, March/April 2012, 3 pages.

The author, an account manager at *The Prosper Group*, provides tips on maximizing the potential of email marketing campaigns, including five best practices that can be applied in almost every situation, and six proven strategies that will streamline the process of writing email subject lines and increase those open rates.

EDUCATION

23. "How Blogs, Social Media, and Video Games Improve Education"

[Darrell M. West](#). The Brookings Institution, April 24, 2012, 16 pages.

How do digital tools and technologies affect students, teachers, parents, and administrators? Do they enable new approaches to learning and help students master substantive information? In what ways have schools incorporated electronic communications in the learning process and messages to external audiences? The author, Governance Studies' Vice President and Director at The Brookings Institution, discusses these questions.

LIBRARY TRENDS

24. "Reaching the Wikipedia Generation"

Henrietta Thornton-Verma. *Library Journal*, April 15, 2012, 7 pages.

The author, an associate editor of *Library Journal*, presents a roundtable discussion on library reference services, which was held at the American Library Association

Midwinter Meeting on January 21, 2012. The discussion focuses on the online encyclopedia Wikipedia as a main reference source as well as the future of reference.

25. "New Technology, New Workflows, New Ways to Collaborate"

[Terence K. Huwe](#). *Computers in Libraries*, April 2012, 3 pages.

The author, director of Library and Information Resources Institute for Research on Labor and Employment University of California-Berkeley, discusses how to keep up with successive waves of new technology, the new workflows they engender, and the new relationships they require librarians to form with user populations, focusing on cloud-based services.

26. "From Disaster Recovery to Digital Preservation"

[Marshall Breeding](#). *Computers in Libraries*, May 2012, 4 pages.

The author, director for Innovative Technologies and Research Vanderbilt University Libraries, discusses the shift of library collections from physical to digital forms and the challenges libraries face in finding ways to preserve their collections as they move more deeply into the digital arena.

27. "New Citation Scenarios"

Barbie E. Keiser. *Online*, March/April 2012, 6 pages.

The author, an information resources management consultant, discusses the development of citation research and analysis tools to help simplify the works of librarians.