



ARTICLE ROUND UP



The American Center Ho Chi Minh City is pleased to offer you **Article Round Up**, a monthly current events publication of the American Center, Public Affairs Section, U.S. Consulate General, Ho Chi Minh City, Vietnam. It offers abstracts of approximately 25 current articles and policy briefs from leading American journals. The views expressed in the articles are those of the authors and do not necessarily reflect U.S. government policies.

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MARCH 2013

SPOTLIGHT: GROWING YOUR BUSINESS

1. "Business Planning for Success"

IIP Digital, 07 January 2013, 2 pages

Whether you are just starting out or ready to expand your enterprise, a business plan is your blueprint for success. Projecting three to five years into the future, a business plan articulates your business goals and clarifies your path to achieving those goals.

Read more:

<http://iipdigital.usembassy.gov/st/english/pamphlet/2013/01/20130103140618.html#ixzz2NHlfxyP8>

2. "Growing Your Business: Steps to Success"

IIP Digital, 04 March 2013, 3 pages

After all the hard work of writing a business plan, securing funding, hiring employees and purchasing inventory, you are finally open for business. Now what? The following steps will put you on a path toward success.

Read more:

<http://iipdigital.usembassy.gov/st/english/pamphlet/2013/02/20130225142977.html#ixzz2NHkTIm6W>

3. "Using Social Media to Grow Your Business"

IIP Digital, 03/11/2013, 2 pages.

Social media offer businesses a variety of tools to inform existing customers and connect with new ones. Business owners can use social media to cultivate customer loyalty, raise awareness about products and services, and reach new customers and markets — all from the comfort of a home or office.

Read more:

<http://iipdigital.usembassy.gov/st/english/pamphlet/2013/03/20130304143627.html?CP.rss=true#ixzz2NHjqIzPp>

THE UNITED STATES AND WORLD AFFAIRS

4. "The Art of Power Maintenance"

[Robert Wade](#). *Challenge*, January/February 2013, 35 pages.

Is the United States really losing power to developing countries, even China? A winner of the Leontief Prize in Economics in 2008, Wade discusses why the common narrative about China and some other developing countries rising to challenge the United States and other major Western states is overstated. He also examines five case studies at the "village level" of global politics to show how Western states have managed to retain their position of global leadership.

5. "Forward Partnership: A Sustainable American Strategy"

[F.G. Hoffman](#). *Orbis*, January 2013, 21 pages.

The author, a senior research fellow at the Institute for National Strategic Studies, National Defense University, analyzes the importance of a grand strategy to preserve and extend America's ability to advance and secure its national security interests, and assesses the most prominent Grand Strategy options in public market place of ideas.

6. "Is the US Ready To Be Number Two?"

Kishore Mahbubani, *YaleGlobal*, February 13, 2013, 4 pages

In 1980, the U.S. economy was more than 10 times larger than China's, yet by 2017, China with its rapid growth could have the largest share of global GDP, more than 18 percent, according to International Monetary Fund projections. U.S. leaders have not prepared their citizens for this "great convergence," suggests Mahbubani. Still, much of the world has pivoted toward U.S. values and standards. Education, science and technology have united the world around some best practices. Cooperation is still needed on global challenges like climate change, Mahbubani argues, and a system of global governance, would be useful. Principles of democracy, recognition of power balances and the rule of law should guide any systems of global governance, he writes. This era of convergence may be best suited for adjusting old systems or building new ones.

7. "Pull Back"

[Barry R. Posen](#). *Foreign Affairs*, January/February 2013, 13 pages.

The author, Ford International Professor of Political Science and Director of the Security Studies Program at the Massachusetts Institute of Technology, discusses U.S. foreign and national security policy in general and the U.S. hegemonic strategy in particular, and why the United States should abandon it.

8. "The Militarization of U.S. Foreign Policy"

[Karl W. Eikenberry](#). *American Foreign Policy Interests*, January/February 2013, 8 pages.

Is U.S. military's role in the construction and delivery of a balanced foreign policy appropriately scaled? The author, the William J. Perry Fellow in International Security at the Stanford University Center for International Security and Cooperation, explores the U.S. military's role in the making of American foreign policy by examining the degree of influence, identifying reasons why policy formulation may be imbalanced, and speculating on possible long-term consequences of excessive reliance on military power.

GLOBAL ENERGY AND ENVIRONMENT

9. "Crime in the Year 2030"

[Gene Stephens](#). *The Futurist*, January/February 2013, 6 pages.

Emerging technologies have always had effects on criminal activity as well as on crime detection and prevention. Stephens, a specialist in criminal justice, assesses his previous predictions about crime in the year 2000 and looks ahead to potential outcomes in the decades ahead cover areas including

managing energy resources, global economics, and public surveillance.

10. "A Tsunami of Extinction"

[Thomas Lovejoy](#). *Scientific American*, January 2013, 2 pages.

The author, a University Professor of Environmental Science and Policy at George Mason University, discusses the impact of invasive species, diseases, and climate change on animal populations and provides recommendations that could avert extinctions.

GLOBAL HEALTH

11. "The Myth of Antioxidants"

[Melinda Wenner Moyer](#). *Scientific American*, February 2013, 6 pages.

The author, an adjunct assistant professor at the City University of New York Graduate School of Journalism, examines the role oxidative damages caused by free radicals play in the aging process, and the effectiveness of antioxidant vitamins to prevent age-related diseases.

12. "Small World"

[Nathan Wolfe](#). *National Geographic*, January 2013, 12 pages.

The author, Founder of Global Viral and the CEO of Metabiota, discusses the high volume of microbes in the environment, including in other organisms and viruses that infect bacteria, and the development of antibiotic resistance in bacteria.

CLIMATE CHANGE

13. "Climate Change and Food Security"

[Bruce A. Mccarl](#), et al. *Current History*, January 2013, 5 pages.

The authors discuss the potential of climate change to affect agriculture which supplies food and fiber, a source of feedstock for the production of energy, and a possible source to offset greenhouse gas emissions.

14. "The Fate of an Engineered Planet"

[David W. Keith](#) and [Andy Parker](#). *Scientific American*, January 2013, 3 pages.

Solar engineering and other exceptionally ambitious new technologies to deal with rising global temperatures come riddled with uncertainties. To illustrate how complex the problem is and what kind of challenges lie ahead, the authors explore three contrasting, and somewhat fantastical, scenarios.

JOURNALISM AND SOCIAL MEDIA

15. "Tales of the Old Wild Web"

[Michael J. Socolow](#). *The Chronicle of Higher Education*, January 25, 2013 Chronicle Review, 3 pages.

The author, an associate professor of communication and journalism at the University of Maine, discusses a pivotal moment of the Web's evolution and a trend towards less free content and more restrictions on the internet, focusing on differences between this trend and the freedom the internet had enjoyed in its first decade.

16. "Twitter: Free Speech in 140 Characters"

[Greg Beato](#). *Reason*, March 2013, 7 pages.

The author examines freedom of expression and Twitter, along with its Terms of Service and Rules,

focusing on the laissez-faire attitude of Twitter toward online discourse as a competitive advantage.

17. "Copyright for the Internet Age"

[Joe Karaganis](#). *National Review*, February 25, 2013, 3 pages.

Should your Internet use be monitored in order to prevent copyright infringement? The author, vice president of the American Assembly, discusses infringement on the Internet and U.S. copyright law, focusing on intellectual property, innovation and privacy protections.

18. "Teaching Ethics in a Dark World"

[Howard Good](#). *The Chronicle of Higher Education*, February 15, 2013 Chronicle Review, 3 pages.

The author, a professor of journalism at the State University of New York, discusses media ethics and the future of ethical journalism, focusing on whether students should be taught to work only within the confines of strong journalistic ethics, or whether they should be prepared to work in a media culture that often does not act ethically or with journalistic responsibility.

19. "The Wise Boy"

[Julia Ioffe](#). *The New Republic*, February 25, 2013, 6 pages.

The author profiles Ezra Klein, a journalist and blogger for the "The Washington Post" website, and the popularity of his blog, his appeal among older Americans despite being twenty-eight years old. The profile focuses on Klein's intellectual interest in politics, how he differs from other political analysts in 2013, and how he strives to achieve evenhandedness when writing.

EDUCATION

20. "Effective Ways to Promote Word Power"

Harry B. Miller. *Education Digest*, December 2012, 4 pages.

The author, Professor Emeritus of the University of Louisiana-Monroe, discusses methodology for teaching and promoting a large vocabulary among U.S. students, particularly the benefits of word power. He also explores the teaching technique of vocabulary grouping such as synonyms, malapropisms, and etymology.

21. "How Teens Do Research in the Digital World"

[Kristen Purcell](#), et al. *Education Digest*, February 2013, 7 pages.

For today's students, "research" means "Googling." Do digital technologies do more to distract students than to help them academically? The authors discuss teenage students' use of internet research, focusing on how the Internet and digital search tools have an impact on students' research habits and a variety of challenges for teachers in incorporating digital tools into their classrooms.

22. "Teaching with Tablets"

[Stephanie Hedge](#). *Education Digest*, February 2013, 3 pages.

Why use tablets to teach? The author discusses the use of the iPad tablet computer and educational technology in the college classroom, focusing on how to maximize the benefits of tablets in classrooms and offers tips for using tablets as a teacher.

LIBRARY TRENDS

23. "The Thinkpiece 'Libraries, eLending, and the Future of Public Access to Digital Content'" *International Federation of Library Associations*. February 2013, 28 pages.

The arrival of the internet age and the exponential proliferation of digital content have unleashed a new

and exciting phase in the democratisation of information, ideas, and knowledge, arguably at least as potent and transformative as any other event in recorded history. However, despite the myriad of innovative social and economic benefits attached to widespread digital distribution and access to information and content, there are disturbing signs that in the realm of free public access the clock is potentially going into reverse in certain areas. Across the fields of music, film and publishing, rights holders are struggling to adapt antiquated analogue business models whilst simultaneously rushing to stem the rising tide of online piracy and illegal distribution of copyrighted digital content facilitated by new technology and networks.

24. "iPhone, Android, or Kindle"

Bob Johnson and Ted Gutmann. *Computers in Libraries*, January/February 2013, 5 pages.

The authors discuss the development of the mobile application at the Emma S. Clark Memorial Library in New York, which allows users to scan an ISBN, place a hold on the item and auto-log in to search online databases, particular focus on how to create the application with easy steps.