



**Power and Ideas: North-South Politics of
Intellectual Property and Antitrust (Sunny Series in
Global Politics) (Sunny Series in Global Politics
(Paperback))**

Susan K. Sell

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The first comprehensive political-science treatment of the global politics and diplomacy of intellectual property and antitrust, with focus on relations between developing and industrialized countries.

"This book fills an important gap in the scholarly and policy literatures. It provides the first good book on the politics and diplomacy concerning the creation of new global codes governing intellectual property and antitrust. It will be seen as an account of the negotiations about international economic restructuring that is a worthy revision, amendment, and extension of the standard books of Krasner and Rothstein on the era of conference diplomacy." -- Peter Cowhey, co-author of *Managing the World Economy: The Consequences of Corporate Alliances*

Once considered arcane issues, intellectual property protection and antitrust have emerged in the last decade as central items on national and international agendas. Susan K. Sell presents the first comprehensive book-length political science treatment of these issues. She analyzes the North-South politics and diplomacy of intellectual property protection and antitrust in two eras: from the early 1970s to 1985, and from 1985 to the present. For the first era, the book analyzes multilateral negotiations over codes of conduct for technology transfer, restrictive business practices, and intellectual property protection. For the second era, the book focuses on the spread of antitrust policies in developing countries, the use of coercive bilateral diplomacy by the United States in its quest to strengthen global intellectual property protection, and the Uruguay Round of trade talks.

Power and Ideas provides historical perspective, a broad introduction to the issues, and an in-depth, substantive analysis of the global politics and diplomacy of intellectual property protection and antitrust. Sell highlights the profound changes underway in both developing and industrialized countries. Drawing upon international relations scholarship on the role of ideas, she emphasizes the importance of understanding how and why policy makers redefined their interests in these areas. By incorporating intersubjective dimensions of politics, the institutionalization of economic ideas, and power asymmetries, Sell explains significant trends that will shape international commerce for years to come.

"Sell uses both documentary and interview evidence to provide a thorough book-length treatment of the recent changes in North-South intellectual property regimes. The writing is active, straightforward, and very clear." -- Craig Murphy, author of *International Organization and Industrial Change: Global Governance Since 1850*

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