Volume 3 Number 1 April 2001

BUSINESS POLITICS

ISSN 1369-5258



https://doi.org/10.1017/S1369525800004204 Published online by Cambridge University Press

BUSINESS POLITICS

EDITOR-IN-CHIEF

Vinod K. Aggarwal, University of California, Berkeley, USA

EDITOR Emerson Tiller, University of Texas, USA

ASSOCIATE EDITORS

Asia and the Pacific John Ravenhill, Edinburgh University, UK

Europe and Africa Cédric Dupont, Graduate Institute of International Studies, Geneva, Switzerland

Latin America Maxwell Cameron, University of British Columbia, Canada

North America Thomas Gilligan, University of Southern California, USA

Cases and Commentary Douglas Schuler, Rice University, USA

ASSISTANT EDITOR Edward A. Fogarty, University of California, Berkeley, USA

EDITORIAL BOARD

Pierre Allan, University of Geneva, Switzerland; David Baron, Stanford University, Stanford, USA; David Besanko, Northwestern University, USA; Richard Buxbaum, University of California, Berkeley, USA; Stuart Chemtob, Attorney, Washington D.C., USA; Beverly Crawford, University of California, Berkeley, USA; Stuart Chemtob, Attorney, Washington D.C., USA; Beverly Crawford, University of California, Berkeley, USA; Stuart Chemtob, Attorney, Washington D.C., USA; Beverly Crawford, University of California, Berkeley, USA; Frank Cross, University of Texas, USA; John de Figueiredo, Massachussetts Institute of Technology, USA; Justin Greenwood, Robert Gordon University, UK; Paolo Guerrieri, University of Rome, Italy; Ronald Gutfleish, HPB Associates, USA; Gary Hufbauer, Institute of International Economics, Washington DC, USA; Merit Janow, Columbia University, USA; David Kang, Dartmouth College, USA; Peter Katzenstein, Cornell University, USA; Robert Lawrence, Harvard University, USA; Joanne Oxley, University of Michigan, USA; Brian Roberts, University of Texas, USA; Susan Rose-Ackerman, Yale University, USA; Bichard Shell, University of Pennsylvania, USA; Brian Silverman, Harvard University, USA; Pablo Spiller, University of California, Berkeley, USA; Paula Stern, The Stern Group, Washington, DC, USA; Shu Urata, Waseda University, Japan; David Vogel, University of California, Berkeley, USA; Maria Weber, Bocconi University, Italy; Barry Weingast, Stanford University, USA; Oliver Williamson, University of California, Berkeley, USA; Graham Wilson, University of Wisconsin, USA; Mark Zacher, University of British Columbia, Canada

Business and Politics publishes articles, cases, and commentaries within the broad area of the interaction between firms and political actors. Two specific areas are of particular interest to the journal: 1) The use of nonmarket corporate strategy including internal organizational design decisions as well as external strategies. Internal organizational design refers to management structure, sourcing decisions, and transnational organization with respect to the firm's nonmarket environment. External strategies include legal tactics, testimony, lobbying and other means to influence policy makers at all levels of government and international institutions as an adjunct to market strategies of the firm. 2) Efforts by policymakers to influence firm behavior through regulatory, legal, financial, and other government instruments.

Business and Politics does not favor any particular methodology or approach, but emphasizes analytical rigor and novel empirical analysis. The journal publishes articles that focus on different regions of the world, cross-regional studies, and interdisciplinary work. It strongly encourages perspectives from business, political science, law, economics, and public policy.

Editorial Correspondence should be addressed to: Professor Vinod Aggarwal, Editor-in-Chief, *Business and Politics*, 802 Barrows Hall #1970, University of California, Berkeley, California 94720-1970 or bap@socrates.berkeley.edu.

Advertising: USA/Canada: The Advertising Manager, PCG, 875 Massachusetts Avenue, Suite 81, Cambridge, MA 02139, USA. Tel: +1 617 497 6514; Fax: +1 617 354 6875.

EU/Rest of the World: The Advertising Manager, Taylor & Francis, PO Box 25, Abingdon, Oxfordshire OX14 3UE, UK. Tel: +44 (0)1235 401 000; Fax: +44 (0)1235 401 550.

Business correspondence, including orders and remittances relating to subscriptions, back numbers and offprints, should be addressed to the publisher: Taylor & Francis Ltd, Customer Services Department, Rankine Road, Basingstoke, Hants RG24 8PR, UK.

ISSN 1369-5258



© 2001 Taylor & Francis Ltd.

SUBSCRIPTION RATES

Business and Politics, Volume 3, 2001, 3 issues. ISSN 1369-5258

Institutional rate (includes free online access): £106.00 US\$175.00

Personal rate (print only): £26.00 US\$37.00

Subscription rates include postage/air speeded delivery

ORDERING INFORMATION

Please complete in full the details on the Order Form and return to:

Taylor & Francis Ltd, Customer Services Department, Rankine Road, Basingstoke, Hants RG24 8PR, UK

OR TO

Taylor & Francis Inc, 325 Chestnut Street, 8th Floor, Philadelphia, PA 19106, USA

By fax:

+44 (0)1256 330245 (UK) +1 215 625 2940 (USA and Canada)

By telephone:

+44 (0)1256 813000 (UK) +1 800 354 1420 (USA and Canada)

By WWW:

http://www.tandf.co.uk

By e-mail: enquiry@tandf.co.uk

For further details on the journal, including contents pages, please visit the Carfax Website at

http://www.tandf.co.uk/journals

COPYRIGHT

Copyright © 2001 Taylor & Francis Ltd. All rights reserved. No part of this publication may be reproduced, stored, transmitted, or disseminated, in any form, or by any means, without prior written permission from Taylor & Francis Limited, to whom all requests to reproduce copyright material should be directed, in writing.

Taylor & Francis Limited grants authorization for individuals to photocopy copyright material for private research use, on the sole basis that requests for such use are referred directly to the requestor's local Reproduction Rights Organization (RRO). The copyright fee is \$14 exclusive of any service charge or fee levied. In order to contact your local RRO, please contact: International Federation of Reproduction Rights Organisations (IFRRO), rue du Prince Royal, 87, B-1050 Brussels, Belgium; e-mail: ifrro@skynet.be Copyright Clearance Center Inc., 222 Rosewood Drive, Danvers, MA 01923, USA: e-mail: info@copyright.com Copyright Licensing Agency, 90 Tottenham Court Road, London W1P 0LP; e-mail: cla@cla.co.uk

This authorization does not extend to any other kind of copying, by any means, in any form, and for any purpose other than private research use.

ABSTRACTING AND INDEXING SERVICES

Business and Politics is indexed in International Political Science Abstracts and Zeller Verlag (1BZ/1BR).

BUSINESS AND POLITICS

ORDER FORM

Please enter my subscription to *Business and Politics*, Volume 3, 2001, 3 issues, ISSN 1369-5258.

Institutional rate

□ £106.00 □ US\$175.00

Personal rate

£26.00	US\$37.00

Personal subscriptions are welcomed if prepaid by credit card or personal cheque.

METHODS OF PAYMENT

Payment has been made to: Girobank plc, Bootle, Merseyside GIR 0AA, UK Sort Code: 72-00-00. Account No: 551 3057

Payment has been made by bank transfer to one of the following accounts (please indicate):

 UK (Sort Code - 60 02 49)
National Westminster Bank plc, Old Market Square Branch, 3 London Street, Basingstoke, Hants RG21 7NS, UK £ Account No: 01 484400 US\$ Account No: 01 328735

L USA

Fleet Bank N.A., 3rd Floor, 1185 Avenue of the Americas, New York, NY 10036, USA. Account No: 9417201589 ABA No: 021200339 Swift Ref: NBNAUS33

Payment enclosed. Cheques or bank drafts should be made payable to *Taylor & Francis Ltd* and be drawn on a UK or US bank.

Please charge:	American Express	Eurocard	
	MasterCard	Visa	

Card Number										Expiry Date		
			Γ								Π	

_ Date .

Signature ____

Our Value Added Tax Registration number is

We are not registered for Value Added Tax

INSPECTION COPY

Please send me an inspection copy of *Business and Politics*

NAME ____

ADDRESS _

POST/ZIP CODE .

COUNTRY_

TELEPHONE _

FAX _____



Carfax Publishing, Taylor & Francis Ltd Customer Services Department, Rankine Road, Basingstoke, Hants RG24 8PR, UK 325 Chestnut Street, 8th Floor, Philadelphia, PA 19106, USA

https://doi.org/10.1017/S1369525800004204 Published online by Cambridge University Press

Online Access



This journal is available online in 2001

Institutional subscribers to the print version of this volume can enjoy online access to the same volume (and in some cases to the electronic archive) free of charge. Journals are currently available in a choice of PDF or RealPage formats through a simple-to-use web interface provided by CatchWord.

KEY BENEFITS

- Fully searchable database
- Active reference linking
- Easy access to full text
- Multi-format delivery options
- IP access control
- Cross journal searching
- Contents alerting service

Please connect to **www.tandf.co.uk/online.html** for further information and follow the steps set out on the 'Getting Started' page at the CatchWord web site:

www.catchword.co.uk to enable access.

SEND AN E-MAIL TO:

CatchWord Helpdesk – support@catchword.co.uk Online Customer Services Department – online@tandf.co.uk

Please contact Customer Services at either:

Taylor & Francis Ltd, Rankine Road, Basingstoke, Hants RG24 8PR, UK Tel: +44 (0)1256 813002 Fax: +44 (0)1256 330245 E-mail: enquiry@tandf.co.uk www: http://www.tandf.co.uk Taylor & Francis Inc, 325 Chestnut Street, 8th Floor, Philadelphia, PA 19106, USA Fax: +1 215 625 2940 E-mail: info@taylorandfrancis.com www: http://www.taylorandfrancis.com

BUSINESS AND POLITICS

Volume 3 Number 1 April 2001

Articles	
Globalization or National Capitalism: Large Firms, National Strategies,	
and Political Activities	
Wendy L. Hansen & Neil J. Mitchell	5
The Fallacy of Regulatory Symmetry: An Economic Analysis of the	
'Level Playing Field' in Cable TV Franchising Statutes	
Thomas W. Hazlett & George S. Ford	21
The Political Preferences of Diversified Business Groups: Lessons from	
Colombia (1994–1998)	
Angelika Rettberg	47
Exploring the Political Economy of Consumer Legislation: The	
Development of Automobile Lemon Laws	
Brian Ŝhaffer & Daniel T. Ostas	65

Register to Receive Contents Pages by Email



Scholarly Articles Research Alerting

SARA is a free email alerting service that enables quick access to journal articles online and provides notification of any journal's contents prior to publication.

SARA delivers tables of contents for any Carfax, Spon Press, Martin Dunitz, Psychology Press, Routledge or Taylor & Francis journal in advance of publication.

Each alert enables seamless access to the online version where available.

- Free service
- Over 540 journals covered
- Pre-publication announcements Links to the online version of the journal
- Convenient and easy to use

For further information and to sign up, please visit: http://www.tandf.co.uk/sara

Please contact Customer Services at either:

Taylor & Francis Ltd, Rankine Road, Basingstoke, Hants RG24 8PR, UK Tel: +44 (0)1256 813002 Fax: +44 (0)1256 330245 E-mail: enquiry@tandf.co.uk www: http://www.tandf.co.uk

Taylor & Francis Inc, 325 Chestnut Street, 8th Floor, Philadelphia, PA 19106, USA Fax: +1 215 625 2940 E-mail: info@taylorandfrancis.com www: http://www.taylorandfrancis.com