

Innovations, the project is promoted as an "ethical investment" to address vexing socio-economic problems in mid-Germany, while better serving the European market. Umberto Bozzo also considers why a technopolis should be centred in Southern Italy, and its networking implications. He argues that the relationships among industry, universities, local authorities, and institutions is dependent on the intelligence and culture of their institutional representatives and their ability to integrate their technopolis into a worldwide network of emerging human and technology sites.

Thus, the last part of this insightful text emphasizes the strategic alliances which will facilitate this process. Dominique Fache, consultant with France's Sophia-Antipolis, reflects on how culture and entrepreneurial success contribute to innovation in science parks by cultivating imagination, creativity, and intelligence. The final contribution by Sheridan Tatsuno of NeoConcepts discusses the age of technopolis and the metamorphosis of traditional cities and even high-tech parks. One alternative is the *global network city* of dispersed, highly interactive economic nodes linked by massive networks of airports, highways, and communications. Another metaphor is the *intelligent city* featuring advanced information/communication technologies and complexes wired for satellite and fibre optics. These are inhabited by "knowledge processors" engaged in rapid information exchanges. Both types are "electronic fortresses" ruled by technocratic élites — the "haves" with access to the best education and databases which results in financial and political power. Tatsuno also considers the scenario of the *multimedia city* which pushes information and its technologies down the social pyramid to the poorest persons. Since this is a state of mind, and not a place, it could be located in Bangalore, New York's Harlem, Lima's barrios, Albania, or mainland China. Brains, not bodies, can then be transported across borders for the benefit of not only the participants, but for the planetary population. Ten urban experiments around the world are scrutinized for their larger applications within the multimedia city of the future. In all *The Technopolis Phenomenon* challenges urban policy makers to "mindstretch".

The three editors of this valuable volume are all PhDs and professors associated with the University of Texas in Austin and its Institute of Constructive Capitalism, IC2, as the latter is called, sponsors conferences around the globe of world-renowned experts from business, government, and academia on subjects related to technology venturing and innovation. The proceedings are then published in books such as this one assembled by Drs Gibson, Kozmetsky, and Smilor who together edit the *International Series on Technical Innovation and*

Entrepreneurship. Other offerings in this Rowman & Littlefield series include these titles: *Technology Companies and Global Markets* (1991); *University Spin-off Companies* (1991); and *Technology Transfer in Consortia and Strategic Alliances* (1992). Information is available from the publisher of IC2 (2815 San Gabriel, Austin, TX 78705, USA).

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TRANSCULTURAL LEADERSHIP

George F. Simons, Carmen Vasquez and Philip R. Harris
Gulf Publishing Company, 3301 Allen Parkway,
Houston, TX 77019, 1992, ISBN 1 800 231 6275.
(Third volume in Managing Cultural Differences Series)

Transcultural Leadership is a threshold book about leadership in the increasingly diverse workplace. The authors, Simons, Vasquez and Harris are credible observers of leadership and leading as a cultural phenomenon in a diverse workplace. Each one, in prior books, has made significant contributions to a better understanding of culture as a behaviour in the workplace.

The book is a courageous effort in that it addresses the racial, ethnic and gender realities of the workplace. The authors handle these issues in an evenhanded manner calling for an end to stereotypes and at the same time offering ways to move from the past to the present. With an interdisciplinary approach, the authors envision what leadership will look like in the increasingly diverse workplace and what dispositions and skills will best prepare the transcultural leader.

While the transcultural leader never materializes in the book as a "real" person or recognizable role-model from the contemporary business environment, the absence of a discrete model is one of the values and strengths of the book and its thesis that diversity will replace singular models.

The ten chapters of the book include a broad array of topics covering management, culture, communication, intercultural communication and leadership. Chapter One is a history lesson about America's beginnings with immigration as a major source of its population and culture. The rapid-fire presentation of material in Chapter One in the form of news headlines such as "Former 'Minorities' a Third of New Workers" or "Worker Numbers Falling" is attention getting. At the same time, the "wake-up call" approach to the coming changes in the workplace may repel the very audience the book hopes to educate.

The topics throughout the book are discussed within a paradigm of More Tightly Woven

