

REFERENCES

1. Asian Business Review June 1996 "Is Vietnam worth the Risk?" pg 24- 32.
2. Asiaweek Nov 1, 1996 - "The Ghosts of Change" pg 30 -31, 34 - 37.
3. ASEAN Update July 1995 "Vietnam to Join ASEAN as its 7th member" pg 1 -3.
4. A WSJ Nov 14, 1996, "Vietnam Takes Next Step in Bank Reform" pg 1 & 9.
5. A WSJ Nov 12, 1996 " Vietnam looks to Exports to deal with Trade Gap, Not Borrowing" pg 3.
6. A WSJ Oct 14, 1996 "Vietnam to alter Foreign Investment Law" pg 1 & 4.
7. A WSJ Oct 23, 1996 "Vietnam may be taking Wrong Path to Tigerdom" pg 1 & 7.
8. A WSJ Oct 25 -26, 1996 "Doi Moi Endangered" pg 6.
9. A WSJ Oct 25 - 26, 1996 "Second Thoughts in Vietnam" pg 6.
10. Chase C. and Barasch K.L., "Marketing Problem Solver" 2nd Edition (Chilton Book Co. 1977).
11. Freeman N.J, "Better Managing Reform" South East Asian Affairs 1996 (Institute of South East Asia)

12. Fahey S. "Vietnam - Pivotal Year" South East Asian Affairs 1995 (Institute of South East Asia)
13. Gates C.L., "Foreign Direct Investment, Institutional Change and Vietnam's Gradualist Approach to Reform" South East Asian Affairs 1995 (Institute of South East Asia)
14. Green P.E. and Tull D.S., "Research for Marketing Desicions" (4th Edition - Prentice Hall 1986)
15. Harnes C.A., "An Assessment of Business Investment Opportunities In Vietnam fo Food Processing Industry", California State University, Fresno ., 1993.
16. Heng Hiang Khng, "Vietnam: Taking Stock of Reforms and Dogma" South East Asian Affairs 1995 (Institute of South East Asia)
17. Heng Hiang Khng, "Vietnam: Economic growth and Political Caution" South East Asian Affairs 1993 (Institute of South East Asia)
18. Hugh C.H., "Vietnam: Still in Transition" South East Asian Affairs 1991 (Institute of South East Asia)
19. International Business Week, May 23, 1994 - "Vietnam - Asia's next Tiger" pg 48 - 55.
20. New Straits Times - "Viet's plan mini-city for business and culture" - Aug 20, 1997.
21. New Straits Times - "Vietnam hit by Reform Pangs" - Sept 16, 1996 pg 10.
22. Tan Kee Wee, "Vietnam at the Crossroads in 1990" South East Asian Affairs 1991 (Institute of South East Asia)
23. The Star - "Mekong Countries agree on direct Telecom link" Sept 18, 1996.

24. The Star - "MMC and Singapore firm to build port in Vietnam" Sept 18, 1996.
25. The Sun - "Economic Tie-up along the Mekong" June 16, 1996 pg 21.
26. Vietnam Business News - "International Trade and Investment In Vietnam"
June/July 1996 pg 12-17.
27. Vietnam Economic Times - "Cutting the Fat" Aug 1995 pg 12-13.
28. Vietnam Economic Times - "Intrpid Investment" Aug 1995 pg 19.
29. Vietnam Economic Times - "The Private Sector" Aug 1995 pg 14-15.
30. Vietnam Economic Times - "Management Boards' New Rule-Part 2" Aug 1995 pg
36-37.
31. Wellington, Brian Hill, "Cuba and Vietnam: Economies in Transition" The
American University. 1994.
32. Zjunggren, Carl Bore, Market Economies Under Communist Regime : Reform in
Vietnam, Laos and Cambodia. Southern Illinois University at Carbondale. 1992