

IBAR

Irish Journal of Business and Administrative Research

VOLUME 3

October, 1981.

Number 2

Page

CONTENTS

- | | | |
|----|--|---------------------------------------|
| 3 | SPIN-OFF COMPANIES IN THE IRISH
<i>ELECTRONICS INDUSTRY</i> | <i>J. Colgan and
E. Onyemadum</i> |
| 16 | IRISH ADVERTISING FUTURES | <i>C. Moroney</i> |
| 25 | THE APPLICATION OF PREVENTATIVE MEASURES
<i>TO FAILING COMPANIES: IS LEGAL CONTROL
POSSIBLE?</i> | <i>G. M. Golding</i> |
| 29 | EXPORT MANAGEMENT:
<i>MOTIVATED — OPENMINDED</i> | <i>M. F. Bradley and
P. Keogh</i> |
| 41 | IN SEARCH OF ENTREPRENEURSHIP | <i>J. A. Murray</i> |
| 56 | THE UNION COMMITTEE AT THE WORKPLACE:
<i>A CASE ANALYSIS OF ITS ROLE, ACTIVITIES
AND INFLUENCE IN UNION DECISION MAKING</i> | <i>T Murphy</i> |
| 71 | CASH FLOW — THE KEY TO LONG TERM
<i>PERFORMANCE</i> | <i>N. McDermott and
M. Walsh</i> |
| 82 | THE POLITICS OF ACCOUNTING STANDARDS | <i>P. J. Clarke</i> |
| 93 | BOOK REVIEWS | |

Address of Journal for correspondents is:

Irish Business and Administrative Research,
Department of Business Administration,
University College,
Belfield,
Dublin 4.