

# **WHAT IS IN A RIM?**

---

CRITICAL PERSPECTIVES ON  
THE PACIFIC REGION IDEA

---

edited by  
**ARIF DIRLIK**

WESTVIEW PRESS  
Boulder • San Francisco • Oxford

---

# Contents

*Acknowledgments* IX

## **ONE** Setting the Scene

---

1. Introducing the Pacific, *Arif Dirlik* 3
2. The Asia-Pacific Idea as a Mobilization Myth,  
*Alexander Woodside* 13
3. Rimspeak; or, The Discourse of the "Pacific Rim,"  
*Bruce Cumings* 29

## **TWO** Constructing a Región: The Political Economy of the Asia-Pacific

---

4. Global Sourcing and Regional Divisions of Labor  
in the Pacific Rim, *Gary Gereffi* 51
5. Restructuring Manufacturing: Mexican *Maquiladoras*  
and East Asian EPZs in the Presence of the North  
American Free Trade Agreement, *Victor M. Castillo*  
and *Ramón de Jesús Ramírez Acosta* 69
6. China's Growing Integration with the  
Asia-Pacific Economy, *Xiangming Chen* 89
7. Adjusting to the Rim: Japanese Corporate Social  
Responsibility in the United States, *Tomoji Ishi* 121
8. Market Dependency in U.S.–East Asian Relations,  
*Meredith Woo-Cumings* 135

## **THREE** Down and Out in the Realm of Miracles: Class and Gender Perspectives on the Asia-Pacific

---

9. On the Outs on the Rim: An Ethnographic Grounding  
of the "Asia-Pacific" Imaginary, *Donald M. Nonini* 161
10. Sexual Economies in the Asia-Pacific Community,  
*Neferti Xina M. Tadiar* 183
11. Minorities in a "Homogeneous" State: The Case of  
Japan, *Edward Fowler* 211
12. Pacific Island Responses to U.S. and French Hegemony,  
*Glenn Alcalay* 235
13. Latin America in Asia-Pacific Perspective,  
*Evelyn Hu-DeHart* 251

## **FOUR** Cultural Formations in the Asia-Pacific

---

14. Blue Hawaii: *Bamboo Ridge* as "Critical Regionalism,"  
*Rob Wilson* 281
15. The Asia-Pacific in Asian-American Perspective,  
*Arif Dirlik* 305
- About the Book and Editor* 330
- About the Contributors* 331
- Index* 333