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producers; 6 A simple conceptual model; 7 The shrimp application; 8 How to finance inspections?; 9 Conclusion; Acknowledgments; References; 3 HOW TO PROMOTE QUALITY PERCEPTION: BRAND ADVERTISING OR GEOGRAPHICAL INDICATION?; 1 The model; 2 The producers' choices; 3 Extensions; 4 Conclusions; Acknowledgements; Appendix A: The frontiers determination and proof of propositions; Appendix B; References

4 TRANSPARENCY IN NONTARIFF MEASURES: EFFECTS ON AGRICULTURAL TRADE1 Introduction; 2 Literature review; 2.1 Transparency and institutions; 2.2 Transparency and search costs; 2.3 Transparency and trade relations; 3 Taxonomy of transparency in trade; 3.1 Publication of information: availability, accessibility and inferability; 3.2 Participation in decision-making: openness, inclusiveness and influence; 3.3 Predictability: review and appeal, enforcement of rules and cooperation; 3.4 Fighting corruption and bribery; 4 Regional agreements vehicles for promoting transparency in NTMs

4.1 Preferential or MFN? Antispaghetti bowl effects of transparency disciplines4.2 More than lip service: enforceability of WTO-plus transparency commitments in RTAs; 5 Empirical impact of transparency commitments in RTAs; 5.1 Description of data; 5.2 Specification and estimation; 5.3 Results and discussion; 6 Concluding remarks and future research; Acknowledgments; References; 5 CHOOSING THE BEST MODEL IN THE PRESENCE OF ZERO TRADE: A FISH PRODUCT ANALYSIS; 1 Introduction; 2 Conventional OLS and zero-accounting models of the gravity equation; 2.1 Anderson and van Wincoop's gravity model

2.2 The Heckman specification

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#### Sommario/riassunto

This volume presents new developments in non-tariff measure (NTM) policy analysis by leading authors in the field; from conceptual developments and methodology improvements, to a series of innovative cases studies. A novel policy research agenda underlies the book recognizing that some NTMs are required to sustain market exchange. The investigations address the welfare and trade impacts of standard-like NTMs in presence of market imperfections, their measurements, potential protectionism, and implications for North-South trade and income prospects in developing countries, including for small h

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