

<<现代国际商务>>

图书基本信息

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内容概要

《现代国际商务(英文版.原书第7版)》是一本广受欢迎的国际商务教材。全书详细介绍了当代国际商务的各个方面，特别关注国际商务的战略与结构以及公司各种功能的国际商务含义，既兼具综合性，又有时新性。本书作者将许多主要的经济、贸易理论融入案例之中，来解释发生在我们周围的具体事例，使理论的意义更加明确，使读者能领会国际商务理论的深层含义。

本书可用作国际经济与贸易、国际管理等专业的教材，也可以作为商务人士和企业中高层管理人士的参考用书。

<<现代国际商务>>

作者简介

作者:(美)查尔斯W.L.希尔、威廉·埃尔南德斯-雷克霍 译者:曹海陵、刘萍查尔斯W.L.希尔(Charles W.L.Hill) 华盛顿大学商学院国际商务专业休斯M.布莱克研究室的教授。

希尔教授于1983年在英国曼彻斯特理工大学(UMIST)获得工业管理经济学博士学位。

除了在华盛顿大学任职,他还兼职英国曼彻斯特理工大学、美国得克萨斯A&M大学及密歇根州立大学。

希尔教授在专业学术期刊上已发表文章40余篇,还出版了四部大学教科书:一部是关于战略管理的,一部是关于经营原则的,而另两部是关于国际商务的,本书是其中之一。

希尔教授还是几家学术期刊编辑部的成员,曾在《管理评论学会》杂志做顾问编辑。

希尔教授在华盛顿大学讲授MBA课程和EMBA课程,并在两个课程上都获得了教学优秀奖。

他还讲授几门定制的高层管理人员课程。

他现与夫人及孩子住在西雅图。

埃尔南德斯-雷克霍(William Hemfindez-Requejo)在古巴的圣克拉拉出生,做过律师,在华盛顿乔治敦大学法学中心获得国际法法学博士学位,专攻国际法。

埃尔南德斯-雷克霍在加州大学欧文分校和好几家教学、研究机构做兼职教授,讲授MBA或法学院水平的全球商务、国际商务交易操作、贸易规则与WTO、全球谈判、国际市场、国际策略联盟以及合资企业方面的课程。

另外,埃尔南德斯-雷克霍担任自己的雷克霍咨询公司的董事长及高级顾问,专门沟通国家间的贸易,起到桥梁的作用,推进国际商务。

埃尔南德斯-雷克霍同时任职于多家独立实体公司的董事会。

埃尔南德斯-雷克霍与约翰L.格雷厄姆合作,出版了《全球谈判:最新规则》(Palgrave Macmillan, 2008年出版)。

本书是埃尔南德斯-雷克霍首次涉足大学教材的出版工作。

他喜欢美食、旅游和诗歌。

他现在与妻子玛莎、两个孩子居住在加利福尼亚州的尔湾。

<<现代国际商务>>

书籍目录

出版说明

导 读

作者简介

前 言

术语表

第一部分 简介与综述

第1章 全球化1

1.1 什么是全球化5

1.2 全球性机构的出现8

1.3 全球化的驱动者9

1.4 全球经济变化中的统计数据15

1.5 对全球化的争议24

1.6 全球市场中的管理34

第二部分 国家间的差异

第2章 国家间政治经济体制的差异41

2.1 政治体制43

2.2 经济体制47

2.3 法律体制49

2.4 经济发展的决定因素54

2.5 转型中的国家60

2.6 经济转型的性质63

2.7 变化中的政治经济的含义65

第3章 文化差异75

3.1 什么是文化78

3.2 社会结构81

3.3 语言87

3.4 教育88

3.5 文化与工作场所89

3.6 文化的变化91

第4章 国际商务中的道德问题101

4.1 国际商务中的道德问题103

4.2 道德两难的困惑111

4.3 不道德行为的根源112

4.4 道德的哲学方法114

第三部分 跨境贸易与投资

第5章 国际贸易理论131

5.1 自由贸易概述133

5.2 重商主义135

5.3 绝对优势理论137

5.4 比较优势理论139

5.5 赫克歇尔 - 俄林理论147

5.6 产品生命周期理论149

5.7 新贸易理论152

5.8 国家竞争优势：波特的钻石155

第6章 国际贸易中的政治经济173

<<现代国际商务>>

- 6.1 贸易政策的工具175
- 6.2 政府干预的情况182
- 6.3 对自由贸易修正的情况190
- 6.4 全球贸易体系的发展191
- 第7章 外国直接投资211
 - 7.1 世界经济中的外国直接投资213
 - 7.2 世界经济中外国直接投资的理论219
 - 7.3 政治上的意识形态与外国直接投资226
 - 7.4 fdi所带来的利益和成本229
 - 7.5 政府政策工具与外国直接投资235
- 第8章 区域经济整合245
 - 8.1 经济整合水平248
 - 8.2 支持区域整合的理由250
 - 8.3 反对区域整合的理由252
 - 8.4 欧洲的区域经济整合252
 - 8.5 美洲的区域经济整合263
 - 8.6 其他地方的区域经济整合270
- 第四部分 全球货币体系
- 第9章 外汇市场279
 - 9.1 外汇市场的功能281
 - 9.2 外汇市场的性质287
 - 9.3 汇率决定的经济理论288
 - 9.4 汇率预测298
 - 9.5 货币可兑换性300
- 第10章 国际货币体系311
 - 10.1 金本位制314
 - 10.2 布雷顿森林体系316
 - 10.3 固定汇率体系的瓦解318
 - 10.4 浮动汇率体系320
 - 10.5 固定汇率与浮动汇率324
 - 10.6 实践中的汇率体系326
 - 10.7 国际货币基金组织对危机的管理328
- 第五部分 在全球市场竞争
- 第11章 国际商务战略347
 - 11.1 战略与企业349
 - 11.2 全球扩张、利润率与利润增长358
 - 11.3 成本压力和对当地需求响应的压力365
 - 11.4 战略选择369
 - 11.5 战略联盟375
- 第12章 进入外国市场385
 - 12.1 基本的进入决策387
 - 12.2 进入模式392
 - 12.3 选择进入模式400
 - 12.4 绿地投资或收购402
- 第13章 出口、进口和补偿贸易411
 - 13.1 出口的承诺与陷阱413
 - 13.2 改进出口的业绩415

<<现代国际商务>>

- 13.3 出口与进口财务420
- 13.4 出口援助425
- 13.5 补偿贸易427
- 第14章 全球生产、外包与物流435
- 14.1 战略、生产与物流437
- 14.2 在哪里生产440
- 14.3 国外工厂的战略角色447
- 14.4 向外寻找源头生产：自制或外购决定449
- 14.5 协调全球供应链454
- 第15章 全球市场营销和研发461
- 15.1 市场全球化与品牌463
- 15.2 市场划分465
- 15.3 产品属性467
- 15.4 分销战略469
- 15.5 沟通战略473
- 15.6 定价战略480
- 15.7 确定营销方法组合483
- 15.8 新产品开发485
- 第16章 全球人力资源管理495
- 16.1 国际人力资源管理的战略角色497
- 16.2 人员配备策略499
- 16.3 培训与管理开发507
- 16.4 绩效评估511
- 16.5 补偿512
- 16.6 国际劳工关系515

注释

part one introduction and overview
chapter one globalization1
opening case: the globalization of banco santander1
introduction3
what is globalization5
the globalization of markets5
the globalization of production6
the emergence of global institutions8
drivers of globalization9
declining trade and investment barriers10
the role of technological change12
the changing demographics of the global economy15
the changing world output and world trade picture16
the changing foreign direct investment picture17
the changing nature of the multinational enterprise20
the changing world order22
the global economy of the twenty-first century23
the globalization debate24
antiglobalization protests24
globalization, jobs, and income27

<<现代国际商务>>

globalization, labor policies, and the environment29
globalization and national sovereignty31
globalization and the world抐 poor32
managing in the global marketplace34
key terms36
summary36
critical thinking and discussion questions37
research task38
closing case: the globalization of real estate38
part two country differences
chapter two national differences in political economy41
opening case: turkey: model of equilibrium?41
introduction42
political systems43
collectivism and individualism43
democracy and totalitarianism46
economic systems47
market economy47
command economy48
mixed economy48
legal systems49
different legal systems49
differences in contract law50
property rights and corruption51
the protection of intellectual property52
product safety and product liability54
the determinants of economic
development54
differences in economic development54
broader conceptions of development: amartya sen56
political economy and economic progress56
geography, education, and economic development59
states in transition60
the spread of democracy60
the new world order and global terrorism61
the spread of market-based systems63
the nature of economic transformation63
deregulation63
privatization64
legal systems65
implications of changing political economy65
focus on managerial implications66
key terms70
summary70
critical thinking and discussion questions71
research task72
closing case: south africa after the world cup72

<<现代国际商务>>

chapter three differences in culture75
opening case: doing business in russia 75
introduction77
what is culture?78
values and norms78
culture, society, and the nation-state79
the determinants of culture80
social structure81
individuals and groups81
social stratification83
language87
spoken language87
unspoken language88
education88
culture and the workplace89
cultural change91
focus on managerial implications93
key terms95
summary95
critical thinking and discussion questions96
research task96
closing case: anheuser-busch inbev: global versus local culture97
chapter four ethics in international business101
opening case: bangladesh: minimum wages and working conditions101
introduction102
ethical issues in international business103
employment practices103
human rights104
environmental pollution106
corruption108
moral obligations110
ethical dilemmas111
the roots of unethical behavior112
personal ethics112
decision-making processes113
organizational culture113
unrealistic performance expectations114
leadership114
philosophical approaches to ethics114
straw men115
utilitarian and kantian ethics117
rights theories119
justice theories120
focus on managerial implications121
key terms127

<<现代国际商务>>

summary127
critical thinking and discussion questions128
research task129
part 三 three cross-border trade and investment
chapter five international trade theory131
opening case: brazil's global perspective131
introduction132
an overview of trade theory133
the benefits of trade133
the pattern of international trade134
trade theory and government policy135
mercantilism135
absolute advantage137
comparative advantage139
the gains from trade140
qualifications and assumptions142
extensions of the ricardian model143
heckscher-ohlin theory147
the leontief paradox148
the product life-cycle theory149
evaluating the product life-cycle theory150
new trade theory152
increasing product variety and reducing costs152
economics of scale, first mover advantages, and the pattern of trade153
implications of new trade theory153
national competitive advantage: porter's diamond155
factor endowments157
demand conditions157
related and supporting industries157
firm strategy, structure, and rivalry159
evaluating porter's theory159
focus on managerial implications160
key terms162
summary163
critical thinking and discussion questions164
research task164
closing case: born global165
appendix a international trade and the balance of payments167
chapter six the political economy of international trade173
opening case: the global financial crisis, the wto, and the g20173
introduction174
instruments of trade policy175
tariffs176
subsidies177
import quotas and voluntary export restraints178

<<现代国际商务>>

local content requirements180
 administrative policies180
 antidumping policies181
 the case for government intervention182
 political arguments for intervention183
 economic arguments for intervention188
 the revised case for free trade190
 retaliation and trade war190
 domestic policies191
 development of the world trading system191
 from smith to the great depression192
 1947?979: gatt, trade liberalization, and economic growth192
 1980?993: protectionist trends193
 the uruguay round and the world trade organization194
 the future of the wto: unresolved issues and the doha
 round198
 focus on managerial implications204
 key terms206
 summary207
 critical thinking and discussion
 questions208
 research task208
 closing case: international slave
 trade208
 chapter seven foreign direct investment211
 opening case: carrefour in india211
 introduction212
 foreign direct investment in the world economy213
 trends in fdi213
 the direction of fdi215
 the source of fdi218
 the form of fdi: acquisitions versus greenfield
 investments219
 theories of foreign direct investment219
 why foreign direct investment?220
 the pattern of foreign direct investment223
 the eclectic paradigm224
 political ideology and foreign direct investment226
 the radical view226
 the free market view227
 pragmatic nationalism227
 shifting ideology228
 benefits and costs of fdi229
 host-country benefits229
 host-country costs232
 home-country benefits234
 home-country costs234

<<现代国际商务>>

international trade theory and fdi235
government policy instruments and
fdi235
home-country policies235
host-country policies236
international institutions and the liberalization of fdi237
focus on managerial implications238
key terms240
summary241
critical thinking and discussion
questions241
research task242
closing case: foreign direct investment in africa242
chapter eight regional economic integration245
opening case: nafta and the trucking industry245
introduction246
levels of economic integration248
the case for regional integration250
the economic case for integration250
the political case for integration251
impediments to integration251
the case against regional integration252
regional economic integration in
europe252
evolution of the european union253
political structure of the european union253
the single european act256
the establishment of the euro259
enlargement of the european union262
regional economic integration in the americas263
the north american free trade agreement263
the andean community267
mercosur268
central american common market, cafta, and caricom269
free trade area of the americas269
regional economic integration
elsewhere270
association of southeast asian
nations270
asia-pacific economic cooperation271
regional trade blocs in africa271
focus on managerial implications272
key terms274
summary274
critical thinking and discussion
questions275
research task276

<<现代国际商务>>

closing case: the european energy
 market276
 part four global money system
 chapter nine the foreign exchange market279
 opening case: chinese yuan and economic balance279
 introduction280
 the functions of the foreign exchange market281
 currency conversion282
 insuring against foreign exchange risk283
 the nature of the foreign exchange
 market287
 economic theories of exchange rate determination288
 prices and exchange rates289
 interest rates and exchange rates295
 investor psychology and bandwagon effects296
 summary of exchange rate theories298
 exchange rate forecasting298
 the efficient market school298
 the inefficient market school299
 approaches to forecasting299
 currency convertibility300
 focus on managerial implications302
 key terms306
 summary306
 critical thinking and discussion questions307
 research task308
 closing case: the yen and exports: japan's continued
 recovery308
 chapter ten the international monetary system311
 opening case: macau and the macanese pataca311
 introduction312
 the gold standard314
 mechanics of the gold standard314
 strength of the gold standard315
 the period between the wars, 1918?939315
 the bretton woods system316
 the role of the imf317
 the role of the world bank318
 the collapse of the fixed exchange rate system318
 the floating exchange rate regime320
 the jamaica agreement320
 exchange rates since 1973320
 fixed versus floating exchange rates324
 the case for floating exchange rates324
 the case for fixed exchange rates325
 who is right?326
 exchange rate regimes in practice326

<<现代国际商务>>

pegged exchange rates327
 currency boards328
 crisis management by the imf328
 financial crises in the post-bretton woods era329
 mexican currency crisis of 1995330
 the asian crisis331
 evaluating the imf's policy prescriptions335
 focus on managerial implications339
 key terms342
 summary342
 critical thinking and discussion questions343
 research task344
 closing case: hungary's monetary crisis344
 part five competing in a global marketplace
 chapter eleven the strategy of international business347
 opening case: axa347
 introduction349
 strategy and the firm349
 value creation350
 strategic positioning352
 operations: the firm as a value chain353
 organization: the implementation of strategy355
 in sum: strategic fit357
 global expansion, profitability, and profit growth358
 expanding the market: leveraging products and competencies358
 location economies359
 experience effects361
 leveraging subsidiary skills364
 profitability and profit growth summary365
 cost pressures and pressures for local responsiveness365
 pressures for cost reductions366
 pressures for local responsiveness366
 choosing a strategy369
 global standardization strategy370
 localization strategy371
 transnational strategy372
 international strategy373
 the evolution of strategy374
 strategic alliances375
 the advantages of strategic alliances376
 the disadvantages of strategic alliances376
 making alliances work377
 key terms380
 summary380
 critical thinking and discussion questions381
 research task382
 closing case: renault-nissan-daimler: evolution of a strategic

<<现代国际商务>>

alliance382
 chapter twelve entering foreign markets385
 opening case: the tata group: foreign entry strategies385
 introduction386
 basic entry decisions387
 which foreign markets?387
 timing of entry388
 scale of entry and strategic commitments390
 market entry summary391
 entry modes392
 exporting392
 turnkey projects394
 licensing395
 franchising396
 joint ventures397
 wholly owned subsidiaries399
 selecting an entry mode400
 core competencies and entry mode401
 pressures for cost reductions and entry mode401
 greenfield venture or acquisition?402
 pros and cons of acquisitions402
 pros and cons of greenfield ventures405
 making a choice405
 key terms406
 summary406
 critical thinking and discussion questions407
 research task408
 closing case: intel in costa rica408
 chapter thirteen exporting, importing, and countertrade411
 opening case: coficab and tunisia411
 introduction412
 the promise and pitfalls of exporting413
 improving export performance415
 an international comparison415
 information sources416
 utilizing export management companies418
 export strategy418
 export and import financing420
 lack of trust421
 letter of credit422
 draft423
 bill of lading424
 a typical international trade transaction424
 export assistance425
 export 进口 bank426
 export credit insurance426
 countertrade427

<<现代国际商务>>

the incidence of countertrade427
types of countertrade428
the pros and cons of countertrade429
key terms430
summary430
critical thinking and discussion questions431
research task432
chapter fourteen global production,outsourcing, and
logistics435
opening case: embraer: "the azul skies" 435
introduction437
strategy, production, and logistics437
where to produce440
country factors440
technological factors442
product factors445
locating production facilities446
the strategic role of foreign factories447
outsourcing production: make-or-buy decisions449
the advantages of make450
the advantages of buy452
trade-offs453
strategic alliances with suppliers453
managing a global supply chain454
the role of just-in-time inventory454
the role of information technology and the internet455
key terms456
summary456
critical thinking and discussion questions457
research task458
closing case: reducing the cost of innovation458
chapter fifteen global marketing and r&d461
opening case: amore pacific's marketing goes global461
introduction462
the globalization of markets and brands463
market segmentation465
product attributes467
cultural differences467
economic development468
product and technical standards468
distribution strategy469
differences between countries469
choosing a distribution strategy472
communication strategy473
barriers to international communication473
push versus pull strategies475
global advertising477

<<现代国际商务>>

pricing strategy480
 price discrimination480
 strategic pricing481
 regulatory influences on prices482
 configuring the marketing mix483
 new-product development485
 the location of r&d486
 integrating r&d, marketing, and production487
 cross-functional teams488
 building global r&d capabilities489
 key terms490
 summary490
 critical thinking and discussion questions491
 research task492
 closing case: apple and the global iphone and ipad492
 chapter sixteen global human resource management495
 opening case: chemical engineers and global hrm495
 introduction496
 the strategic role of international hrm497
 staffing policy499
 types of staffing policy499
 expatriate managers503
 the global mind-set506
 training and management development507
 training for expatriate managers508
 repatriation of expatriates509
 management development and strategy510
 performance appraisal511
 performance appraisal problems511
 guidelines for performance appraisal511
 compensation512
 national differences in compensation512
 expatriate pay513
 international labor relations515
 the concerns of organized labor516
 the strategy of organized labor516
 approaches to labor relations517
 key terms518
 summary518
 critical thinking and discussion
 questions519
 research task

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