

<<国际商务综合教程>>

图书基本信息

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作者：周苹

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译者：Charles H. Schroeder 注解

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前言

随着经济全球化和企业国际化进程的迅速推进，国际商务活动愈益活跃且更加丰富多彩，国际商务规则也在发生种种变化，社会对通晓国际商务专业知识和通行规则的专门人才的需求与日俱增。

因应这一大趋势，国际贸易及其相关学科的课程体系和教学内容正在进行适应性调整，即更加注重国际商务管理能力和实际操作业务知识与技能的培养，走务实之路已经成为很多院校国际贸易和管理学科变革的重要方向。

突出表现为，一是在本属于应用经济学科的国际经济与贸易专业（本科）课程中加入属于国际商学和管理学的课程，二是在教育部学科目录外开设“国际商务”专业。

在这样的背景下，国内迫切需要一套系统、完整和规范的国际商务系列教材，以满足本科教学和社会培训之需。

为此，我们同北京交通大学出版社合作，组织国内部分院校的专业教师，编写了这一套“现代国际商务系列教材”。

本套教材共有14部，包括：《国际商务概论》、《公司战略管理》、《跨国公司管理》、《国际贸易理论与政策》、《国际贸易实务》、《国际市场营销》、《国际商法》、《国际结算与单证制作》、《国际物流》、《国际金融》、《国际财务管理》、《国际投资》、《国际技术转让与知识产权保护》、《国际商务综合教程》（英文版）等。

务实是本套教材编写的基本指导思想，即要从当今世界的国际商务理论与实践的发展实际出发，基于国际商务教学和培训的实际需要，构造教材体系，组织编写内容。

就教材体系而言，在提供国际商务经营与管理的综合性知识的基础上，本套教材按照企业国际市场的三种一般进入方式（亦即国际商务模式）——“贸易、投资、技术授权”，来分门别类地设置课程，课程（教材）的重要性程度也依此顺序而定。

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内容概要

全书分为14章，内容包括：国际商务环境、国际金融、贸易与投资、国际区域经济一体化、国际企业经营战略与联合、进出口贸易及生产运营管理、国际市场营销、国际企业财务管理、人力资源及国际物流。

书的结构为：学习目的、正文、专栏、注释、练习及案例。

配备课件与练习参考答案。

文字陈述将专业性与通俗性相结合，简明、易懂；该书既适于作为本科生和低年级研究生的专业英语教材，也可作为相关从业人员进修读本。

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作者简介

作者：周苹 解说词：(美国)Charles H. Schroeder

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章节摘录

插图 : 3.1.1 Mercantilism Mercantilism is a sixteenth-century economic philosophy," which maintains that country's wealth is measured by its holdings of gold and silver. According to mercantilists, a country's goal should be to enlarge these holdings by promoting exports and discouraging imports. The logic was transparent to sixteenth-century policy makers: if foreigners buy more goods from you than you buy from them, then the foreigners have to pay you the difference in gold and silver, enabling you to amass more treasure. Export was considered preferable to domestic trade because exports would earn gold. Large gold and silver holdings meant the reigning monarchs could afford to hire armies to fight other countries and thereby expand their realms. Politically, mercantilism was popular with many manufacturers and their workers. Import duties, subsidization of exports, and outright restriction on the importation of many goods were used to maximize the gains from exports over the costs of imports. Laws were passed making it illegal to take gold or silver out of the country. This was one-way trade, the trade of greed and power. The demise of mercantilism was inevitable given class structure and the distribution of society's product. As the Industrial Revolution introduced the benefits of mass production, lowering prices and increasing the supplies of goods to all, the exploitation of colonies and trading partners came to an end.

3.1.2 The Theory of Absolute Advantage Generally considered the father of economics, Adam Smith published *The Wealth of Nations* in 1776 in London. In this book, Smith attempted to explain the process by which markets and production actually operate in society. Smith's two main areas of contribution, absolute advantage and the division of labor, were fundamental to trade theory. Production, the creation of a product for exchange, always requires the use of society's primary element of value, human labor. Smith noted that some countries, owing to the skills of their workers or the quality of their natural resources, could produce the same products as others with fewer labor-hours.

后记

这部教材是为涉外财经学科的本科生和低年级研究生提高国际商务及相关课程的专业英语水平而编写的。

本书涵盖了当今国际商务涉及的基本领域，突出重点内容，陈述简明扼要，是用英语学习国际商务的一本基础教材。

由于本书使用者是中国读者，在书中适度地反映中国在国际商务领域的情况，尤其是专栏文章和案例中的内容涉及中国的占到50%。

本书的语言既通俗易懂，又适度地体现国际商务专业性表述。

这主要得益于编著者大量地研读了国外国际商务方面的教材，重点放在由来自美、英国家国际商务专业领域的专家、学者为英语为非母语的学生而编写的此类教材上；同时，还广泛地向以美、英国家大众读者为对象的经济或商务方面的报刊杂志取材。

因此，该书具有用较为浅显的文字说明较强专业性内容的特点；具有财经学科基础知识和相当于大学英语四级程度的读者即可读懂。

在每节之后附有生词表，每章之后有练习题。

本书提供参考课件和练习参考答案。

在编写过程中，我得到了我的老师、家人和友人宝贵的帮助。

我感谢我的老师美国加利福尼亚大学富乐顿分校Charles H.Schroeder教授，他审校了全书，对英语严格把关；感谢我的丈夫赵立民，他承担了许多家务并协助我整理资料。

我还要向下列友人表示感谢：赵晓晨教授、何斌副教授热情解答我提出的学术问题；研究生周小青、李莉莉协助我查找资料，校对清样，并提供了部分练习参考答案；参与提供答案的还有研究生孙倩、刘景、宋丽、王璐和张海兰；责编王晓春女士对本书提出了有价值的建议，付出了辛勤的劳动。

尽管竭尽全力编写，由于受本人专业知识水平和英语程度所限，书中难免存在不足之处，敬请读者批评指正。

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编辑推荐

《国际商务综合教程(英文版)》是周苹编著的，由清华大学出版社和北京交通大学出版社编写的。

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