



CHARLES W. L. HILL

International Trade Theory

Tenth Edition

国际贸易理论

第10版

〔美〕查尔斯·希尔 著



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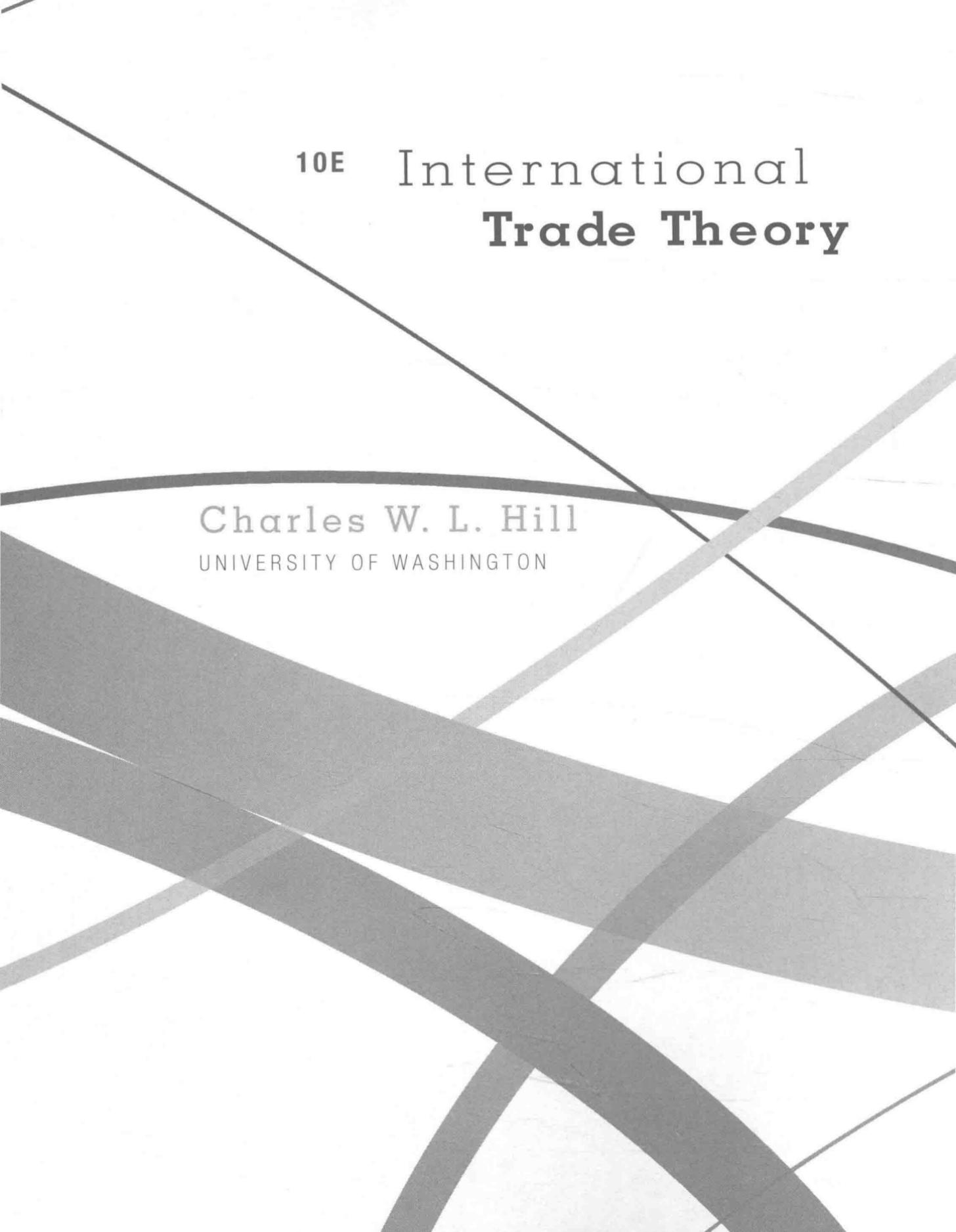
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10E International
Trade Theory

Charles W. L. Hill

UNIVERSITY OF WASHINGTON

内容提要

本书选自查尔斯·希尔的*International Business: Competing in the Global Marketplace* 2015年第10版的国际贸易理论部分。从第3版开始, *International Business*就一直是全球国际商务领域广泛使用的教科书。

全书共3章: 全球化; 国际贸易理论; 国际贸易的政治经济学。文中给出了传统的贸易理论、最新的贸易理论及实际应用中的最优贸易理论。本书阐述了全球化如何降低了成本, 促进了市场的成熟度。同时也说明了各国如何通过贸易政策工具对本国贸易进行保护, 以及政府干预对国际贸易的影响。本书案例丰富, 系统性强, 在这个修订版中, 作者所有的案例和统计数据均做了用心的更新。

本书可作为国际贸易、工商管理以及商务英语专业双语课程教材, 同时, 对从事或将从事国际贸易的专业人士也有很好的参考价值。



about the AUTHOR

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Charles W. L. Hill is the Hughes M. and Katherine Blake Professor of Strategy and International Business at the School of Business, University of Washington. Professor Hill received his PhD from the University of Manchester in Britain. In addition to the University of Washington, he has served on the faculties of UMIST, Texas A&M University, and Michigan State University.

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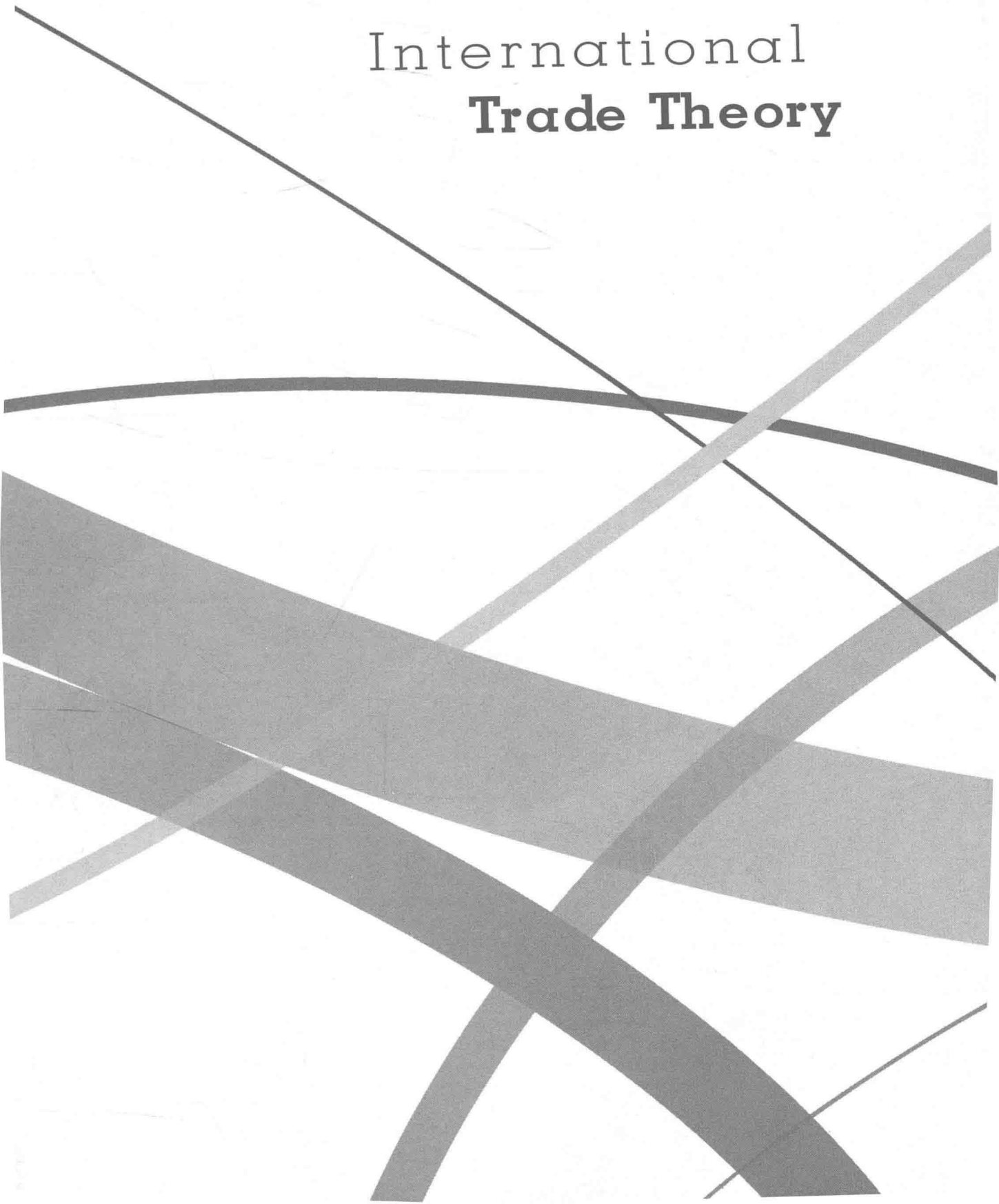
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International
Trade Theory





全球化 Globalization

1

LEARNING OBJECTIVES

After reading this chapter, you will be able to:

- L01-1** Understand what is meant by the term *globalization*.
- L01-2** Recognize the main drivers of globalization.
- L01-3** Describe the changing nature of the global economy.
- L01-4** Explain the main arguments in the debate over the impact of globalization.
- L01-5** Understand how the process of globalization is creating opportunities and challenges for business managers.

厄瓜多尔玫瑰产业的兴起

The Rise of Ecuador's Rose Industry

开篇案例

Opening Case

It is 6:20 a.m. on February 7 in the Ecuadorean town of Cayambe, and Maria Pacheco has just been dropped off for work by the company bus. She pulls on thick rubber gloves, wraps an apron over her dress, and grabs her clippers, ready for another long day. Any other time of year, Maria would work until 2 p.m., but it's a week before Valentine's Day, and Maria, along with her coworkers at the farm, are likely to be busy until 5 p.m. By then, Maria will have cut more than 1,000 rose stems. A few days later, after they have been refrigerated and shipped via aircraft, the roses Maria cut will be selling for premium prices in stores from New York to London.

Ecuadorean roses are acknowledged to be the best in the world. They have huge heads and unusually vibrant colors, including 10 different reds, from bleeding-heart crimson to a rosy lover's blush. Of the 200 million roses produced for American consumers on Valentine's Day, about 80 percent comes from Ecuador or neighboring Colombia. The rest are mostly grown in California. It used to be the case that many more were grown in the United States in places like New Jersey, once known as the nation's rose capital, but a combination of high costs, lower trade barriers, and rapid intercontinental transportation led to the migration of production to countries like Ecuador. The last commercial rose grower in New Jersey shut down in 1999.

Most of Ecuador's 400 or so rose farms are located in the Cayambe and Cotopaxi regions, 10,000 feet up in the

Andes about an hour's drive from the capital, Quito. The rose bushes are planted in huge flat fields at the foot of snowcapped volcanoes that rise to more than 20,000 feet. The bushes are protected by 20-foot-high canopies of plastic sheeting. The combination of intense sunlight, fertile volcanic soil, an equatorial location, and high altitude makes for ideal growing conditions, allowing roses to flower almost year-round, giving Ecuador a comparative advantage in the production of roses.

Ecuador's rose industry started some 30 years ago and was spurred on in the early 1990s when the U.S. government reduced tariffs on some South American imports, including flowers, to steer the countries away from cocaine production. Ecuador is now the world's second-largest producer of roses, and roses are the nation's third-largest export. Rose farms support over 100,000 jobs in the country. The revenues and taxes from rose growers have helped to pave roads, build schools, and construct sophisticated irrigation systems.

Maria works Monday to Saturday and earns \$400 a month, substantially above the country's \$240-a-month minimum wage. The farm also provides her with health care and a pension. By employing women such as Maria, the industry has fostered a social revolution in which mothers and wives have more control over their family's spending, especially on schooling for their children.

For all of the benefits that roses have brought to Ecuador, the industry has come under fire from environmentalists.

Large growers have been accused of misusing a toxic mixture of pesticides, fungicides, and fumigants to grow and export unblemished, pest-free flowers. Reports claim that workers often fumigate roses in street clothes without protective equipment. Some doctors and scientists claim that many of the industry's employees have serious health problems as a result of exposure to toxic chemicals. A study by the International Labor Organization claimed that women in the industry had more miscarriages than average and that some 60 percent of all workers suffered from headaches, nausea, blurred vision, and fatigue. Still, the critics acknowledge that their studies have been hindered by a lack of access to the farms, and they do not know what the true situation is.

In response, some Ecuadorean growers have joined a voluntary program aimed at helping customers identify responsible growers. Fair-trade certification signifies that the grower has distributed protective gear, trained workers in using chemicals, and hired doctors to visit workers at least weekly. Other environmental groups have pushed for stronger sanctions, including trade sanctions, against Ecuadorean rose growers that are not environmentally certified by a reputable agency. On February 14, however, most consumers are oblivious to these issues; they simply want to show their appreciation to their significant others with a perfect bunch of roses.¹

引言 Introduction

Over the past three decades a fundamental shift has been occurring in the world economy. We have been moving away from a world in which national economies were relatively self-contained entities, isolated from each other by barriers to cross-border trade and investment; by distance, time zones, and language; and by national differences in government regulation, culture, and business systems. We are moving toward a world in which barriers to cross-border trade and investment are declining; perceived distance is shrinking due to advances in transportation and telecommunications technology; material culture is starting to look similar the world over; and national economies are merging into an interdependent, integrated global economic system. The process by which this transformation is occurring is commonly referred to as *globalization*.

The rise of the Ecuadorian rose-growing industry, profiled in the opening case, is but one small example of the trend toward globalization. Thirty years ago the roses purchased by a New Yorker on Valentine's Day were probably grown in neighboring New Jersey. Now they are grown on another continent and cut, packed, and shipped to New York within 24 hours of being purchased. The same New Yorker might drive to work in a car that was designed in Germany and assembled in Mexico by Ford from components made in the United States and Japan, which were fabricated from Korean steel and Malaysian rubber. He may have filled the car with gasoline at a Shell service station owned by a British-Dutch multinational company. The gasoline could have been made from oil pumped out of a well off the coast of Africa by a French oil company that transported it to the United States in a ship owned by a Greek shipping line. While driving to work, the American might talk to his stockbroker (using a hands-free in-car speaker) on an Apple iPhone that was designed in California and assembled in China using chip sets produced in Japan and Europe, glass made by Corning in Kentucky, and memory chips from South Korea. He could tell the stockbroker to purchase shares in Lenovo, a multinational Chinese PC manufacturer whose operational headquarters is in North Carolina.

This is the world in which we live. It is a world where the volume of goods, services, and investments crossing national borders has expanded faster than world output for more than half a century. It is a world where more than \$4 trillion in foreign exchange transactions are made every day, where \$18.3 trillion of goods and \$4.3 trillion of services were sold across national borders in 2012.² It is a world in which international institutions such as the World Trade Organization and gatherings of leaders from the world's most powerful economies have repeatedly called for even lower barriers to cross-border trade and

investment. It is a world where the symbols of material and popular culture are increasingly global: from Coca-Cola and Starbucks to Sony PlayStations, Facebook, MTV shows, Disney films, IKEA stores, and Apple iPads and iPhones. It is also a world in which vigorous and vocal groups protest against globalization, which they blame for a list of ills, from unemployment in developed nations to environmental degradation and the Americanization of local culture.

For businesses, this globalization process has produced many opportunities. Firms can expand their revenues by selling around the world and/or reduce their costs by producing in nations where key inputs, including labor, are cheap. The global expansion of enterprises has been facilitated by favorable political and economic trends. Since the late of the 1980s, the pendulum of public policy in nation after nation has swung toward the free market end of the economic spectrum. Regulatory and administrative barriers to doing business in foreign nations have been reduced, while those nations have often transformed their economies, privatizing state-owned enterprises, deregulating markets, increasing competition, and welcoming investment by foreign businesses. This has allowed businesses both large and small, from both advanced nations and developing nations, to expand internationally.

As globalization unfolds, it is transforming industries and creating anxiety among those who believed their jobs were protected from foreign competition. Historically, while many workers in manufacturing industries worried about the impact foreign competition might have on their jobs, workers in service industries felt more secure. Now, this too is changing. Advances in technology, lower transportation costs, and the rise of skilled workers in developing countries imply that many services no longer need to be performed where they are delivered. The same is true of some accounting services. Today, many individual U.S. tax returns are compiled in India. Indian accountants, trained in U.S. tax rules, perform work for U.S. accounting firms.³ They access individual tax returns stored on computers in the United States, perform routine calculations, and save their work so that it can be inspected by a U.S. accountant, who then bills clients. As the best-selling author Thomas Friedman has argued, the world is becoming flat.⁴ People living in developed nations no longer have the playing field tilted in their favor. Increasingly, enterprising individuals based in India, China, or Brazil have the same opportunities to better themselves as those living in western Europe, the United States, or Canada.

In this book, we will take a close look at the issues introduced here and many more. We will explore how changes in regulations governing international trade and investment, when coupled with changes in political systems and technology, have dramatically altered the competitive playing field confronting many businesses. We will discuss the resulting opportunities and threats, and review the strategies that managers can pursue to exploit the opportunities and counter the threats. We will consider whether globalization benefits or harms national economies. We will look at what economic theory has to say about the outsourcing of manufacturing and service jobs to places such as India and China and look at the benefits and costs of outsourcing, not just to business firms and their employees but also to entire economies. First, though, we need to get a better overview of the nature and process of globalization, and that is the function of this first chapter.

全球化的概念

What Is Globalization?

L01-1

As used in this book, **globalization** refers to the shift toward a more integrated and interdependent world economy. Globalization has several facets, including the globalization of markets and the globalization of production.

市场全球化

THE GLOBALIZATION OF MARKETS

The **globalization of markets** refers to the merging of historically distinct and separate national markets into one huge global marketplace. Falling barriers to cross-border trade have made it easier to sell internationally. It has been argued for some time that the tastes