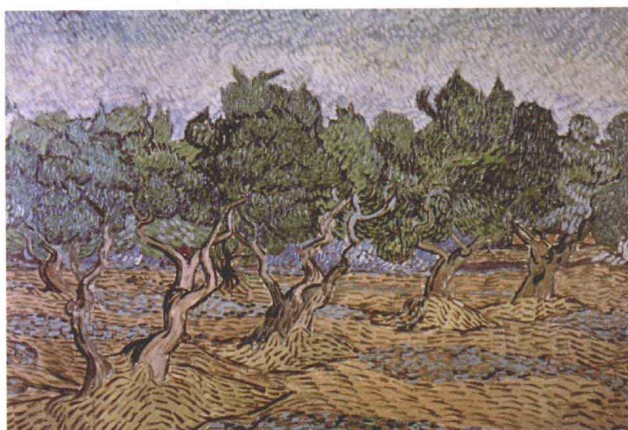


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PEARSON

国际商务

(英文版·第3版)



International Business , third edition

Stuart Wall

【美】 Sonal Minocha 著

Bronwen Rees



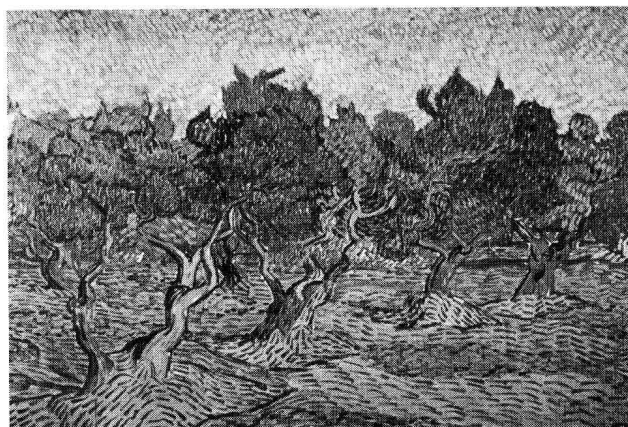
電子工業出版社
PUBLISHING HOUSE OF ELECTRONICS INDUSTRY
<http://www.phei.com.cn>

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Publishing House of Electronics Industry

北京·BEIJING

内 容 简 介

本书从全球的政治、经济、文化、法律、技术、伦理和生态等宏观的商业环境,到企业如何进行国际贸易、国际投资和国际金融业务,到企业国际经营战略的制定、国际人力资源管理、国际市场营销等,都有较为详细的论述。同时本书精选了大量实际的案例,把许多主要的经济、贸易和管理理论融入案例之中,用来解释我们所处的全球化商业经营环境和具体的国际商业经营实践,使理论的意义更加明确、更加容易理解。另外,本书教辅资料齐全,为教和学提供了诸多的便利。

本书适合 MBA 学生、MIB 学生、高级经理和高层进修学员、管理和经济学科硕士生及高年级本科生、政府机构涉及国际经贸的人员以及相关研究人员使用。

Original edition, entitled International Business, 3E, 9780273723721 by Stuart Wall, Sonal Minocha and Bronwen Rees, published by Pearson Education Limited, Copyright ©2010 Pearson Education Limited.

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China edition published by PEARSON EDUCATION ASIA LTD., and PUBLISHING HOUSE OF ELECTRONICS INDUSTRY Copyright ©2012.

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本书在中国大陆地区出版,仅限在中国大陆发行。

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版权贸易合同登记号 图字:01-2012-4190

图书在版编目(CIP)数据

国际商务 = International Business: 第3版: 英文/(美)沃尔(Wall, S.), (美)米诺卡(Minocha, S.), (美)里斯(Rees, B.)著. —北京: 电子工业出版社, 2012.6

华信经管引进精品

ISBN 978-7-121-17143-7

I. ①国… II. ①沃… ②米… ③里… III. ①国际商务—高等学校—教材—英文 IV. ①F740

中国版本图书馆 CIP 数据核字(2012)第 106601 号

策划编辑: 石会敏

责任编辑: 石会敏

印 刷: 三河市鑫金马印装有限公司

装 订:

出版发行: 电子工业出版社

北京市海淀区万寿路 173 信箱 邮编 100036

开 本: 787 × 1092 1/16 印张: 29.25 字数: 819 千字 插页: 2

印 次: 2012 年 6 月第 1 次印刷

定 价: 59.00 元

凡所购买电子工业出版社图书有缺损问题, 请向购买书店调换。若书店售缺, 请与本社发行部联系, 联系及邮购电话: (010)88254888。

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■ 推 荐 序

我们处在一个经济全球化的时代。经济全球化是指以市场经济为基础,以先进科技和生产力为手段,以发达国家为主导,以最大利润和经济效益为目标,通过贸易、分工、投资和跨国公司,实现世界各国市场和经济相互融合的过程,它是全球化的基础和重要组成部分。

进入 21 世纪,经济全球化进一步向广度和深度推进,而国际商务是经济全球化的载体。今天的国际商务已渗透到了世界的每一个角落。可以说绝大多数的北美家庭都用过或正在使用中国出口的产品,而中国人对诸如波音飞机、可口可乐、麦当劳、肯德基等也早已耳熟能详。

中国是经济全球化重要的参与者和推动者。现在中国是世界第一出口大国和第二进口大国,2010 年中国进出口贸易额达 29 727.6 亿美元。其中,出口 15 779.3 亿美元,进口 13 948.3 亿美元。中国是吸引 FDI 最多的新兴市场,同时中国企业也越来越多地向海外投资。2010 年,中国对外投资年流量已上升到世界第五位,中国对外投资与吸引外资的比例预计将在未来 10 年超过 1:1。

中国的国内市场已是国际市场的重要组成部分。作为经济全球化时代的中国职业经理人,具有全球化视野和全球化经营理念是必然的要求,同时需要掌握国际商务管理的知识。全球化经营理念不是大公司的专利,中小企业同样可以而且需要进行全球化经营。

与国内商务相比,国际商务活动所面临的市场环境更加复杂,业务活动所受到的影响因素和不可控制因素更多,经营风险更大,涉及资金更多,一旦决策失误,损失也更大,因此国际商务活动对企业经营能力的要求更高。

国际商务管理是一门建立在经济学、管理学、国际贸易理论和实务、商务沟通理论、市场营销学等一系列经济、管理理论基础之上的应用学科。国际商务管理着重研究企业如何到国际上去开展业务以及如何对其进行管理,同时也是将管理的各个方面运用到国际企业中的一种可操作的方法。

因此,国际商务是 MBA 和 MIB(Master of International Business, 国际商务硕士)的重要课程。通过国际商务课程的学习,使 MBA 学生了解当前商业经营的国际商务环境,开阔视野、提升思维、立足中国、胸怀全球,成为成功的经济全球化时代的国际化经营人才。

国际商务课程需要高质量的教材和参考书。应该说,现在国内外国际商务方面的书籍是非常多的,但是选择一本适合需求的也需要具有一双慧眼。

本书具有以下特点:首先,本书涉猎知识广泛,从全球的政治、经济、文化、法律、技术、伦理和生态等宏观的商业环境,到企业如何进行国际贸易、国际投资和国际金融业务,到企业国际经营

战略的制定、国际人力资源管理、国际市场营销等,都有较为详细的论述。其次,本书精选了大量实际的案例,把许多主要的经济、贸易和管理理论融入案例之中,用来解释我们所处的全球化商业经营环境和具体的国际商业经营实践,使理论的意义更加明确,更加容易理解。最后,本书为教和学提供了诸多的便利。本书通过网站提供了大量的学习资源,让学生不断地复习和巩固已学的知识,同时通过各种市场进入战略项目、讨论题、小组课题、在线课题等多角度强化所学理论和知识的实际应用。该书也为教师提供了可下载的教师手册、教学 PPT、题库等教学资源,为教师的教学实施提供了极大的便利。^①

本书主要内容包括:国际商务导论;企业经营国际化的进程;国际商务的理论与实践;国际商务的政治、法律、经济和技术环境;国际社会文化环境;国际伦理和生态环境;国际商务战略;国际人力资源管理;国际市场营销、国际金融的理论与实践等。

本书适合 MBA 学生、MIB 学生、高级经理和高层进修学员、管理和经济学科硕士生及高年级本科生、政府机构涉及国际经贸的人员以及相关研究人员使用。

简明目录:

- 第 1 章 国际商务导论
- 第 2 章 企业经营国际化的进程
- 第 3 章 国际商务的理论与实践
- 第 4 章 国际商务的政治、法律、经济和技术环境
- 第 5 章 国际社会文化环境
- 第 6 章 国际伦理和生态环境
- 第 7 章 国际商务战略
- 第 8 章 国际人力资源管理
- 第 9 章 国际市场营销
- 第 10 章 国际金融的理论与实践

^① 教辅申请参见书后的“教学支持说明”。



■ 前 言

受信贷紧缩的广泛影响,全球经济的相互联系成为大家关注的焦点,很多人认为根源在于美国的房地产市场的次优抵押贷款。问题开始于美国金融中介机构过多向信誉不够好的购房者提供房屋贷款。金融工程又将这些高风险抵押贷款演变成各种衍生资产,进而将次贷问题快速演变成为一个世界性的经济衰退。由于许多国家的金融机构的投资组合中都包含这些不良资产,伴随着流动性短缺,全球需求、产出和就业都在下降,使世界各地的公司和个人都受到负面影响。

本书主要写给学习国际商务课程的本科生和研究生使用。任何一本国际商务教科书,都有必要、也必须涵盖各种不同专题领域和一些不同的学科。从这种意义上讲,显然是很难准确界定国际商务的内容。但我们可以确定的是,在国际商务课程中,我们学习的内容充满活力、与时俱进,这些内容肯定会对我们的生活产生重要的影响。现在,世界几乎 1/4 的产出用来出口,北京(中国)的商业惯例或技术发生的变化会对远在底特律(美国)或伯明翰(英国)的工人产生重大影响。人们已经逐渐清晰地意识到,对国际商务的全球模式和趋势的正确认识,不能仅仅局限于传统的国际贸易和金融知识,还包括对跨国公司活动的深入分析和对一些重要领域的研究,如营销、管理和会计等。除此之外,国际商务课程越来越关注一些微妙却非常重要的因素,如组织和文化的特点,这是全球化生产和贸易的基础。事实上,国际商务学习除了包含以上内容外,还涉及很多学科,如法律、社会学、人类学、心理学、政治、历史、地理等。

本书的第 1 章指出了一些现有的,无论是从国家的角度,还是从企业的角度看,都是国际商务中重点关注的模式和趋势。第 2 章到第 6 章集中介绍了对大多数类型的国际商务活动都会产生影响的问题,包括对国际商务活动的部门、业务性质或国际化进程阶段产生的影响。本书回顾了国际贸易关系中的原则、惯例和体制,还包括各种外部环境因素,它们对国际商务活动的方向和成果起着关键的作用。这些外部环境因素包括政治、法律、社会文化、伦理、生态环境、经济和技术等,所有这些因素组成了国际商务运营的环境。在对国际商务的共性问题进行讨论后,本书第 7 章到第 10 章讨论了企业层面的问题,从企业战略、人力资源管理、市场营销、会计及财务、运营管理或物流等方面对企业国际商务活动的行动方案等进行了深入分析。

本书采用最新的资料对介绍过的国际商务活动进行解释,这种做法贯穿整本书。书中有一些问题有助于引导读者思考每个案例中提出的事实和事件涉及的一些原则。读者也会发现在每一章中都有一些需要思考的问题。本书后面有这些问题的简单答案,可以帮助你检查自己的思

路是否正确。此外本书每章内容中都有一些特别强调的文字(用方框标注),对书中的内容进行进一步的分析。本书每章最后都提供了进一步阅读资料和一些有用的信息,包括一些实用的网站。

本书提供了专门的网站(www.pearsoned.co.uk/wall),网站上有一些互动的问题并给出了答案,可以帮助读者对每一章的内容进行自我检测。

本书第3版对所有数据、实证和案例研究材料都进行了彻底地更新和调整,并且在文中引入了很多全新的案例。本书的内容也进行了拓展,以反映当前一些有争议的问题。关于国际金融体系和相关的惯例和标准,在第10章有更详细的评述。



■ Preface: using this book

The inter-connectedness of our global economy has been brought into sharp focus by the worldwide impact of the so-called 'credit crunch', which many see as having its origin in the ('sub prime') housing market of the USA. Problems which began with excessive lending by financial intermediaries to non-creditworthy house purchasers in the USA quickly escalated into a worldwide recession, brought about by 'financial engineering' which created a wide range of derivative assets based on these high risk mortgages. The impacts of holding such 'toxic' assets in the portfolios of financial institutions of many countries have been felt by companies and individuals worldwide, with liquidity shortages reducing global demand, output and employment.

This book is primarily written for students taking modules in *international business* on a range of undergraduate and postgraduate programmes. Any text on international business must, of necessity, span a wide variety of topic areas and embrace a number of different subject disciplines. In that sense it is clearly difficult to locate its boundaries precisely. What we can be sure about is that we are studying a vibrant, ever-changing set of issues and relationships, which will almost certainly have major impacts on all our lives. It could hardly be otherwise when almost one-quarter of the world's recorded output is exported and when changes in business practices or technology in Beijing (China), will have major implications for a workforce as far away as Detroit (USA) or Birmingham (UK)! It has become increasingly clear that a proper understanding of worldwide patterns and trends in international business must draw upon far more than the conventional economic discipline of 'international trade and finance', or the in-depth analysis of 'multinational firm activity', or even the study of key functional areas such as marketing, management, finance and accounting. Important though all these contributions undoubtedly are, attention is increasingly being paid to the often subtle, but highly significant, organisational and cultural characteristics that underpin production and trade in a globalised economy. In fact, today's study of international business draws heavily on disciplines as diverse as law, sociology, anthropology, psychology, politics, history and geography, as well as those previously mentioned.

The first chapter of this book identifies some current patterns and trends, which are of key concern to those engaged in international business, whether from a corporate or national perspective. Chapters 2 to 6 then concentrate on issues that affect most types of international business, whatever their sector of activity, nature of operations or stage reached in the internationalisation process. The principles, practices and institutions underpinning international trading relationships are reviewed, as are a wide variety of external 'environmental factors', which play a key role in determining both the direction and outcome of international business activity. These include political, legal, sociocultural, ethical, ecological, economic and technological factors, all of which shape the environment in which the international business must operate. After considering these 'universal' aspects of international business, the more 'firm-specific' aspects are investigated in Chapters 7 to 10 with an in-depth analysis of the alternative courses of action facing the international business, whether in terms of corporate strategy, human resource management, marketing, accounting and finance, operations management or logistics.

Throughout the book you will find up-to-date case materials to illustrate many of the international issues involved. A number of questions will help direct your thoughts to some of the principles underpinning the facts and events presented in each case study. In a similar vein, you will also find a number of 'pause for thought' sections within the text of each chapter, to which you will find outline responses at the end of the book to self-check your lines of reasoning. A number of 'Boxes' are presented to take further some of the analysis presented in the text. Each chapter concludes with a brief review of further sources of reading and information, including useful websites.

If you turn to the *companion website* to this book, some interactive questions (with solutions) can be found to help you self-check the content of each chapter.

For this third edition all data, empirical and case study materials have been thoroughly updated and revised with a number of entirely new cases integrated within the text. On occasions the text has been further developed to reflect contemporary debate, as with the more detailed scrutiny of the international financial system and associated accounting conventions and standards in Chapter 10.



■ Abbreviations

APEC	Asia-Pacific Economic Corporation
ART	alternative risk transfer
ASB	Accounting Standards Board (London)
ASEAN	Association of South East Asian Nations
BIT	bilateral investment treaties
B2B	business-to-business
CAP	Common Agricultural Policy
CCFF	Compensatory and Contingency Financing Facility
CDO	collateralised debt obligations
CED	cross elasticity of demand
CFF	Compensatory Financing Facility
CIM	Chartered Institute of Marketing
CIMA	Chartered Institute of Management Accountants (London)
CIS	Commonwealth of Independent States
CJV	cooperative joint venture
DTT	double taxation treaties
EAGGF	European Agricultural Guarantee and Guidance Fund
ECU	European Currency Unit
EER	effective exchange rate
EFF	Extended Fund Facility
EJV	equity joint venture
EPZ	export processing zone
ERM	Exchange Rate Mechanism
ERP	enterprise resource planning
EU	European Union
fdi	foreign direct investment
FSC	foreign sales corporation
GAAP	generally accepted accounting practices
GATT	General Agreement on Tariffs and Trade
GDP	gross domestic product
GM	genetically modified
GNP	gross national product
HICPs	Harmonised Indices of Consumer Prices
HRM	human resource management
IASB	International Accounting Standards Board
IASs	International Accounting Standards
IBRD	International Bank for Reconstruction and Development

IED	income elasticity of demand
IFC	International Finance Corporation
IHRM	international human resource management
II	internationalisation index
IJV	international joint venture
ILO	International Labour Office
IMF	International Monetary Fund
IMM	International Monetary Market
IPLC	international product life cycle
IPR	intellectual property rights
ISCT	Integrated Social Contract Theory
LDC	less-developed country
LIBOR	London Interbank Offer Rate
LIFFE	London International Finance and Futures Exchange
LRAC	long-run average cost
LSE	London Stock Exchange
MAI	multilateral agreement on investment
M & A	mergers and acquisitions
MES	minimum efficient size
MGQ	Maximum Guaranteed Quantity
MID	modularity-in-design
MIP	modularity-in-production
MIU	modularity-in-use
MNE	multinational enterprise
NAFTA	North American Free Trade Association
NGO	non-governmental organisation
OECD	Organisation for Economic Co-operation and Development
OTC	over the counter
PED	price elasticity of demand
PEST	political, economic, social and technological environmental analysis
PESTEL	political, economic, social, technological, legal and ecological analysis
Plc	public limited company
PPP	purchasing power parity
R & D	research and development
RER	real exchange rate
RPI	Retail Price Index
RTA	regional trading arrangement
RULC	relative unit labour costs
SAF	Structural Adjustment Facility
SAL	Structural Adjustment Lending
SDR	Special Drawing Right
SEC	Securities and Exchange Commission (USA)
SFF	Supplementary Financing Facility
SIV	structured investment vehicle
SKU	stock-keeping unit
SME	small to medium-sized enterprise
SWF	sovereign wealth funds
TNI	transnationality index
UNCTAD	United Nations Conference on Trade, Aid and Development
UNIDO	United Nations Industrial Development Organisation
VER	voluntary export restraint
WIPO	World Intellectual Property Organisation
WOFE	wholly-owned foreign enterprise
WTO	World Trade Organisation
IDA	International Development Association



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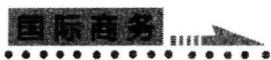
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