

GLOBAL BUSINESS

THIRD EDITION

Michael R. Czinkota
Ilkka A. Ronkainen
Michael H. Moffett
Eugene O. Moynihan

**SPANISH GLOSSARY
INCLUDED**

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Global Business, 3e

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Publisher:

Michael P. Roche

Marketing Strategist:

Beverly Dunn

Project Manager:

Andrea Archer

Acquisitions Editor:

John Weimeister

Developmental Editor:

Tracy Morse

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Printed in the United States of
America

1 2 3 4 5 04 03 02 01

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Library of Congress Catalog Card
Number: 00-105658

ISBN: 0-03-000659-7

**TO ALL THE CZINKOTAS: ILONA, MARGARET, URSULA, MIHALY,
BIRGIT, AND THOMAS
—MRC**



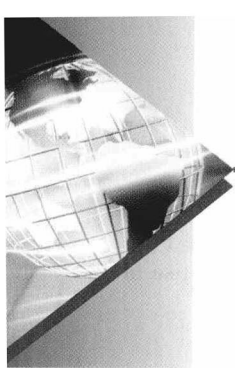
**TO MY FAMILY: SANNA, SIRKKA, SUSAN,
ALEX, AND ALPO
—IAR**



**TO BENNIE RUTH AND HOY MOFFETT
—MHM**



**TO REGINA, COLLEEN, AND BRIAN MOYNIHAN
—EOM**



P R E F A C E

Global Business is designed specifically as an introductory international text for use at the undergraduate level. Its comprehensive coverage of the subject also makes it appropriate for use in MBA programs.

From the outset, it was intended that *Global Business* would be both an improvement and simplification of the array of international business texts now available but still be rigorous and demanding enough to satisfy the professional integrity of the instructor.

The ever-growing cultural diversity of students attending U.S. colleges and universities has also influenced the development of this text. These students not only bring to the classroom a richness in cultural backgrounds but also exhibit a wide range of learning experiences. The authors of *Global Business* are sensitive to these conditions and to the educational opportunities they present to instructors.

Coverage

The text emphasizes global consideration of the international activities of small and medium-sized firms as well as those of large multinational corporations. It presents a balanced coverage of the subject matter that one would expect from authors with extensive business, consulting, writing, and teaching experience. Important topics only marginally or rarely discussed in most international business texts are given more-than-adequate exposition; these include physical distribution (logistics), countertrade, north-south economic integration, the development of global management talent, and future career roles for women in global business.

Organization

Global Business contains 15 streamlined chapters, which translates into one chapter per week for the traditional 15-week semester. Five parts of two to four chapters each organize the text to flow logically from introductory material to the global environment to marketing and financial considerations in the global marketplace.

Up-to-Date Research

Extra effort has been made to provide extensive current research information. Chapter notes are augmented by lists of relevant recommended readings. These resources enable the instructor and the student to incorporate additional information where it is useful and desirable. The data are current through February 2000.

Dramatic Illustrations

The text contains many dramatic illustrations to help the student understand complex concepts, such as the global integration of manufacturing and marketing of the Ford Global Car Program in Chapter 1 and the logistical solutions presented by the use of third-generation shipping vessels and related equipment in Chapter 13.

Cultural Sensitivity

Global Business is sensitive to the diverse cultural backgrounds of students. For example, Global Learning Experience 2.5 highlights the Mexican celebration of “the Day of the Dead” with quotations from the renowned Mexican poet Octavio Paz. In a similar manner Chapter 5 focuses on Latin American economic integration and provides statistical data relevant to NAFTA, Mercosur, and other initiatives at economic integration in the Americas. In the new third edition we have made an effort to add even more material on the Pacific Rim.

In-Depth Tables and Figures

Many of the tables and figures have been specifically designed and developed to enhance student understanding of the text material. In addition to trade data provided by the U.S. Department of Commerce, data collected by Statistics Canada is also utilized. The development and analysis of data was supported by Global Trade Information Services, Inc., using their extensive trade database.

Marginal Glossary

An extensive marginal glossary makes it easier for students to define and understand key terms. An end-of-the-book glossary contains all key terms and definitions in a convenient alphabetical form.

Latin American Spanish Glossary

The end-of-the-book glossary in English is complemented by a Latin American Spanish glossary, included to assist students who have recently arrived in the United States and are still in the process of acquiring a mastery of English.

Cases and Video Support

The text is supported by seventeen cases, eight of which are accompanied by a supporting video case. Challenging questions for each case encourage in-depth discussions of the material covered in chapters and allow students to apply their knowledge.

Maps

To increase the geographic literacy of students, the text contains excellent maps that provide the instructor with the means to demonstrate concepts visually, such as political blocs, socioeconomic variables, and transportation routes. The maps are integrated throughout the text.

Geographic Quiz Questions

Interspersed throughout the text are geographic quiz questions and answers. The focus is on interesting facts about the planet we live on. These “brain teasers” provide additional reinforcement for the text maps.

Culture Tips

Chapter 2, “The Impact of Culture” temporarily breaks from the geography quiz to feature culture tips—about one every other page.

Contemporary Realism

Each chapter offers a number of Global Learning Experience boxes that highlight actual contemporary business situations. Global Learning Experiences can be used to reinforce chapter examples, or as mini-cases. As such, they assist the instructor in stimulating class discussion and aid the student in understanding and absorbing the text material. Many feature discussions of recent and critical events in global business.

Simplified Language

Throughout the text every effort has been made to present complex ideas in easy-to-understand language, with the aim of making *Global Business* very reader-friendly.

COMPREHENSIVE LEARNING PACKAGE

Instructor's Manual and Test Bank

The text is accompanied by an *Instructor's Manual* designed to provide in-depth assistance to the professor. For each chapter of the text, the manual provides chapter objectives, suggestions for teaching, suggestions for group projects, and questions for discussion, along with answers. Answers are provided for all the questions that follow the end-of-part cases. Video teaching notes are provided for each video case that appears in the text. In addition, an annotated list of suggested films and videos is provided as an extra resource. The *Test Bank* portion of the manual provides over 700 questions with a wide range of incisive true/false, multiple choice, and short answer questions for each chapter.

Computerized Test Bank

All the questions in the printed Test Bank are available on computer diskette in DOS, Windows, and Macintosh-compatible form.

Acetate Package

A package of 75 transparency acetates, which features text art and maps, is available. The acetates are accompanied by detailed teaching notes that include summaries of key concepts.

Videos

New and re-edited videos are available to accompany *Global Business*. The video package features segments from videos such as Esprit and Lakewood Forest Products. Each of the segments provides video support for the cases in the text.

Lecture Software in Microsoft PowerPoint

Created by Charlie Cook, University of Western Alabama

An asset to any instructor, the lectures in PowerPoint provide outlines of chapters, graphics of illustrations from the text, and additional examples providing instructors with a number of learning opportunities for students.

Web Site

Global Business has a companion Web site at www.harcourtcollege.com providing additional instructor and student resources. Eric Sandburg and Crystal Barkley Corporation have developed a site especially for business students. This site includes ancillary materials, a resource library of articles with applications to text lessons, student activities, and online quizzing.

Distance Learning

For professors interested in supplementing classroom presentations with online content or who are interested in setting up a distance learning course, WebCT and Blackboard can provide you with the industry's leading online courses.

These platforms facilitate the creation of sophisticated Web-based educational environments by providing tools to help you manage course content, facilitate online classroom collaboration, and track your students' progress. You may also adopt the *Student's Guide to the World Wide Web and WebCT* (0-03-045503-0). This manual gives step-by-step instructions on using WebCT tools and features.

In conjunction with WebCT and Blackboard, we also offer information on adopting an online course, testing services, free access to a blank WebCT and Blackboard templates, and customized course creation. For more information, please contact your local sales representative. To view a demo of any of our online courses, go to webct.harcourtcollege.com.

Acknowledgments

We are grateful to a number of reviewers for their imaginative comments and criticisms and for showing us how to get it even more right:

Joe Anderson
Northern Arizona University
Verl Anderson
Eastern Oregon State University
Ellen Cook
University of San Diego
Massoud Farahbaksh
Salem State College
Luiz Felipe
IBMEC Business School (Brazil)
David Griffith
University of Oklahoma
Antonio Grimaldi
*Rutgers, The State University of
New Jersey*

Thomas F. Grooms
Northwood University (Dallas)
Turgut Guvenli
Mankato State University
Htien Han
University of La Verne
Benjamin M. Hawkins
Berry College
Andre Honoree
Delgado Community College
Robert J. Hopkins
St. Andrew's Presbyterian College
Bruce Hyland
City College of San Francisco

J. Leslie Jankovich
San Jose State University

Thomas Jay
Flathead Community College

Bradford Knipes
Westfield State College

Thomas W. Lloyd
Westmoreland County Community College

Patricia Matthews
Mount Union College

William Motz
Lansing Community College

Francine Newth
Providence College

Scott Norwood
San Jose State University

Janis Petronis
Tarleton State University

Renee Prim
Piedmont Community College

Edward Raupp
Anoka-Ramsey Community College

Uwe Rudolph
Luther College

Kurt Schulzke
Kennesaw State University

Matthew Sim
Temesek Business School (Singapore)

Gregory K. Stephens
Texas Christian University

Hsin-Min Tong
Radford University

Douglas Tseng
Portland State University

Robert Unterman
Glendale Community College

Heidi Vernon-Wortzel
Northeastern University

Dennis Wahler
San Jose City College

Steve Walters
Davenport College

George H. Westacott
SUNY-Binghamton

Many thanks to those faculty members and students who helped us in sharpening our thinking by cheerfully providing challenging comments and questions. Several individuals had particular long-term impact on our thinking. These are Professor Bernard LaLonde, Ohio State University, a true academic mentor; the late Professor Robert Bartels, also of Ohio State; Professor Arthur Stonehill, Oregon State University; Professor James H. Sood, American University; Professor Arch G. Woodside, Tulane University; Professor David Ricks, Thunderbird; Professor Brian Toyne, St. Mary's University; and Professor John Darling, Mississippi State University. They are our academic ancestors.

Many colleagues, friends, and business associates graciously gave their time and knowledge to clarify concepts; provide us with ideas, comments, and suggestions; and deepen our understanding of issues. Without the direct links to business and policy that you have provided, this book could not offer its refreshing realism. In particular, we are grateful to Secretaries C. William Verity, Clayton Yeutter, William Brock, and the late Malcolm Baldrige for the opportunity to gain international business policy experience and to William Morris, Paul Freedenberg, H.P. Goldfield, and J. Michael Farrell for enabling its implementation. We also thank William Casselman, Robert Conkling Associates, Lew Cramer of US WEST, Joseph Lynch of ADI, and Reijo Luostarinen of HSE.

A very special word of thanks to the people at Harcourt College Publishers. John Weimeister and Jennifer Langer made the lengthy process of writing a text bearable with their enthusiasm, creativity, and constructive feedback. Major assistance was also provided by the friendliness, expertise, and help of Michele Heinz of Elm Street Publishing Services.

Foremost, we are grateful to our families, who have had to tolerate late-night computer noises, weekend library absences, and curtailed vacations. The support and love of Ilona and Margaret Czinkota, Susan and Sanna Ronkainen, Megan Murphy, and Regina Moynihan gave us the energy, stamina, and inspiration to write this book.

Michael R. Czinkota

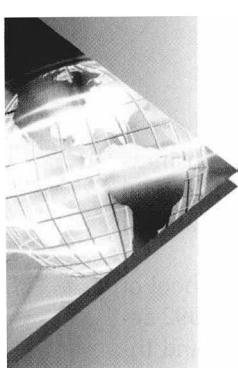
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August 2000

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Dr. Czinkota advises a wide range of individuals and institutions. He serves on several corporate boards and has worked with corporations such as AT&T, IBM, GE, Nestlé, and US WEST. He also serves as advisor to the United Nations' and World Trade Organization's Executive Forum on National Export Strategies.

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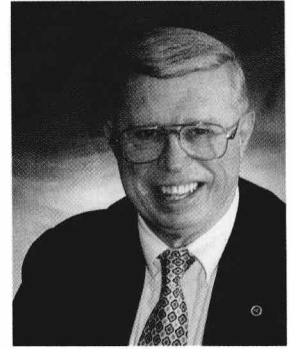
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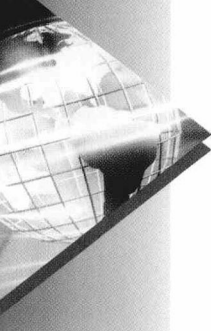
At Rockland Community College, Professor Moynihan developed and introduced the school's international business curriculum. He has also been a faculty member at Fordham University, Pace University, Ramapo College of New Jersey, and Westchester Community College.

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He served as an officer in the U.S. Marine Corps during the Korean War.





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