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高等院校双语教材 · 国际贸易系列

INTERNATIONAL BUSINESS

(Fifth Edition)

国际商务 (第五版)

里基·W·格里芬 (Ricky W. Griffin) 著

迈克尔·W·普斯泰 (Michael W. Pustay)

贺培 编审

刘春生 李瑞琴 张小明 钱雪飞 王楠 译校

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· 北京 ·

出 版 说 明

入世使中国真正融入到了经济全球化的浪潮中。中国政府“引进来，走出去”战略，使得中国经济的发展需要大量的“国际化”人才。这就对我国一般本科院校多年来所采取的单一语言（母语）教学提出严峻挑战，财经院校涉外经济类专业实行双语教学改革迫在眉睫。国家教育部2001年第4号文件明确规定：“本科教育要创造条件使用英语等外语进行公共课和专业课的教学，力争三年内，外语教学课程达到所开课程的5%~10%。”国际贸易专业的主要培养目标是培训能够从事国际商务实践操作以及从事关于国际商事研究的涉外实务人才和国际经济高级学者。国际贸易专业涉外性强，创新度高，客观上要求该专业的本科学生要有扎实、娴熟的英语功底，在此基础上透彻地，最好是原汁原味地吸取关于国际经济与贸易专业的前沿理论与实务知识，因此，国际贸易专业实行双语教学无论从理论上还是从实践上而言都具有重大的现实意义。为此，在国际贸易学科建设和教学改革时必须考虑在理论和方法上与国际接轨，只有这样，才能培养出标准统一的国际经济与贸易人才。这就有必要借鉴市场经济发达国家大学的国际贸易专业的课程体系和教学内容。在引进出版过程中，要把好质量关，要经学科领域的专家认真审核选题和内容，要把国外真正高水平的适合国内实际的优秀教材引进来。

适应这一需要，中国人民大学出版社携手国际著名的出版公司，推出适合国际贸易专业的双语系列教材。本系列教材具有以下特点：

第一，体系完整。本套教材精选了一批国外著名出版公司的优秀教材，涉及国际贸易、国际经济学、世界经济学、国际商务、国际营销、国际商务谈判等课程，涵盖了国际贸易专业的核心课程。

第二，保持原貌。本套教材在广泛听取一线任课教师的意见基础上，删减了一些相互重复及不适合我国国情的内容，在体系和内容上保持了原教材的特色。

第三，紧扣前沿。本套教材在原著选择上紧扣国外教学前沿，基本上都选择国外最流行教材的最新版本，有利于老师和学生掌握国外教学研究的最新发展趋势。

第四，中文注解。我们邀请了国际贸易专业的一线优秀教师、学者对教材的重点内容、重要概念、主要原理添加了中文注解，并在每章前添加了中文导读，便于双语教学的开展。

本套教材适用于高等院校国际贸易专业的本科教学，同时也适用于国际贸易从业人员及对国际贸易感兴趣的人士。

本套教材在遴选、删减、编审、译校等方面得到中央财经大学国际经济与贸易系刘春生老师的大力协助，在此一并表示感谢。

本套教材是对国际贸易专业双语教学的积极探索，错误和疏漏之处在所难免，恳请广大读者指正。

中国人民大学出版社

审 译 者 前 言

在经济全球化的背景下，企业所面临的不仅仅是国内市场，而是更为广阔的国际市场。

本书系统地介绍了国际商务涉及的法律、技术、政治因素，以及在国际商务中企业的道德和社会责任感，详细地分析了进入外国市场的战略、国际组织的设计和控制、国际人力资源管理和劳动关系以及跨国公司的国际运作与管理等，尽可能地反映了本学科发展的前沿动态，吸收了国际商务领域的精华部分及其最新成果。

相对于其他国际商务教材，本书不仅对相关的知识点和概念给出了详尽的理论解释，同时更加注重于国际商务的实务操作，在每一章中都配有与实际紧密联系的焦点范例，并强化英语在国际商务领域的具体运用，从而突出复合型人才培养的特点，培养学生分析问题和解决问题的实际能力，具有覆盖面全、实用性强、内容新颖、难度适中等特点。

本书适合作为应用型本科或大专院校的经济管理、国际经济与贸易、国际金融、电子商务等专业的教科书，也可作为国际贸易、国际金融等相关领域从业人员的参考书。

Preface

With real cases, real companies, real events, real issues, and a new emphasis on emerging markets, the new *International Business* is engaging and userfriendly for students and instructors alike. Are your students prepared to operate in the new international marketplace? Do they understand how traditional business functions are influenced by culture, geography, and technology? Do they understand the growing importance of emerging markets like China and India?

Let Griffin and Pustay show them how!

In the fifth edition of their internationally popular text, Ricky W. Griffin and Michael W. Pustay illustrate how successful managers must function in a competitive world. *International Business* is packed with current examples that reflect the vibrancy of the field of international business. This student-friendly text offers a managerial approach to international business with an emphasis on skills development, emerging markets, and an excellent map program.

Authors Ricky Griffin and Mike Pustay encourage students to attain “cultural literacy” in international business, such as being able to talk knowledgeably with a visiting executive from a French multinational corporation or understanding and analyzing the impact of trade negotiations with Mexico on themselves and their firms. Griffin and Pustay also provide a foundation for thoroughly understanding the growing importance of emerging markets, especially China and India. The emerging markets theme is introduced in Chapter 1, carried forward in later chapters wherever appropriate, and reinforced in numerous cases, boxed inserts, and end-of-chapter questions and exercises.

The importance of emerging markets is also reflected in an exciting new feature called the “Market Entry Strategy Project (MESP),” a hands-on exercise that allows students to analyze the opportunities and challenges created by new market entry.

To give students even greater insights into international business, the fifth edition also includes a feature called “Building Global Skills” that gets students involved with skills-oriented exercises. There are also five content boxes that highlight coverage of current issues related to technology, entrepreneurship, and doing business with a global perspective:

- **Venturing Abroad** exposes students to the opportunities and challenges of conducting business outside their home country.
- **E-World** provides insights into the impact of e-commerce on how business is conducted internationally.
- **Point Counterpoint** helps students see issues from different perspectives. This feature provides opposing viewpoints on controversial business topics and serves as a launch pad for student discussion and research. No right answers are provided; instead, the basic pros and cons of each side are highlighted and discussed, and, where appropriate, the authors discuss the ethical implications of these debates.

- **Bringing the World into Focus** helps students understand the historical, cultural, and political contexts of international business.
- **Emerging Opportunities** highlights challenges and opportunities in emerging international markets.

Updated, revised, and with new cases—including chapter-opening cases, chapter-closing cases, and two comprehensive cases at the end of each part—this edition allows students to work with tangible examples of the concepts discussed in each chapter.

In addition, there are almost 40 maps throughout the text that show students where various countries and firms are located and how international business transactions occur. The maps also promote a better understanding of political boundaries and national geography. For example, a topographic map of South America demonstrates the physical barriers to trade among South American countries.

Teaching and Learning Tools for Instructors and Students

Companion Website

<http://www.prenhall.com/griffin>

The format of our Web site has been updated, and it includes the same great features in a more user-friendly format. Here you will find password-protected instructors' resources and a student section that includes true/false, multiple-choice, and Internet essay questions.

It's everything you need for a course that gets students excited and involved!

Instructor's Resource CD-ROM

This helpful CD-ROM includes the Instructor's Manual, PowerPoint slides, and the TestGen test-generating software. Containing all of the questions in the printed Test Item File, TestGen provides many options for organizing and displaying tests, which allows for greater flexibility and ease of use.

Instructor's Manual

The helpful Instructor's Manual includes sample syllabi, lecture outlines, and answers to all end-of-chapter and case questions.

Test Item File

The Test Item File boasts over 100 questions per chapter, including multiple choice, true/false, short answer and essays.

TestGen Test Generating Software

This electronic version of the Test Item File includes the TestGen program, which allows professors to design, customize, save, and generate classroom tests.

PowerPoint Slides

Available on the IRCD-ROM and Companion Website, adopters will receive more than 20 slides per chapter including maps and figures from the text in addition to highlights of key chapter materials.

Videos

Exciting and high-quality video clips help deliver engaging culture, country, and business programs to the classroom to help students better understand the world around them.

Acknowledgments

The cover of this book identifies two authors by name. In reality, *International Business* represents a true team effort involving literally dozens of skilled professionals. While any and all errors of fact, omission, and emphasis are solely our responsibility, we would be remiss if we did not acknowledge those who contributed to this and earlier editions of this book.

We gratefully acknowledge the contributions of Martin Meznar of Arizona State University West, who wrote the Instructor's Manual; Veronica Horton, who wrote the Test Item File; Tracy Ryan of Virginia Commonwealth University, who prepared the PowerPoint slides to accompany this book; and David Oakes, who wrote the Internet Study Guide.

Thanks go also to our colleagues at other universities who reviewed the manuscript for this edition and previous ones, contributed suggestions, and helped us make this the best international business textbook for students and teachers:

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At Texas A&M University, we have had the good fortune to work with one of the finest groups of professional colleagues anyone could imagine. We also appreciate the support of

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About the Authors



Ricky W. Griffin holds the Blocker Chair in Business Administration at Texas A&M University. He serves as Executive Associate Dean of the Mays Business School and as Distinguished Professor of Management at Texas A&M University. After receiving his Ph.D. from the University of Houston in 1978, he joined the faculty at the University of Missouri–Columbia before moving to Texas A&M University in 1981.

Professor Griffin teaches international management, organizational behavior, human resource management, and general management. He has taught both undergraduate and graduate students, participated in numerous executive training programs, and has also taught in Europe and Africa. A member of the Academy of Management, he has served as division chair of that group's Organizational Behavior division.

Professor Griffin has written several successful textbooks, including *Management, Organizational Behavior* (with Greg Moorhead), and *Business Essentials* (with Ron Ebert). He is currently conducting research on workplace violence in Canada, job design differences and similarities among firms in Japan, Europe, and the United States, and equity employment practices in South Africa.



Michael Pustay holds the Anderson Clayton Professorship in Business Administration and is Professor of Management at Texas A&M University. He currently serves as associate director of the Center for International Business Studies and as associate director of the Center for International Business Education and Research at Texas A&M. Professor Pustay, who has taught international business for two decades, focuses his teaching and research efforts on international business and business–government relations. His work has appeared in such professional journals as the *Journal of Management*, *Southern Economic Journal*, *Land Economics*, and *Transportation Journal*. He is currently researching the role of regional trading blocs on the world economy and the impact of domestic economic policies on international competition.

Professor Pustay is a member of numerous professional organizations, including the Academy of International Business, the American Economic Association, the Association for Canadian Studies in the United States, and the Transportation Research Forum. He has served as a consultant for a variety of public and private organizations, including the U.S. Department of Transportation, the Small Business Administration, the Civil Aeronautics Board, and Reliant Energy.

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CHAPTER
1

An Overview of International Business



本章导读

国际商务活动有着悠久的历史，并已经广泛深入到我们日常生活的各个方面。20世纪90年代以来，全球经济发生了深刻变化，全球化趋势不断加强；商品、技术、资本及劳务的国际流动，推动着国际商务活动的长足发展。全球化进程不断深入，要求我们具备全球化视野，运用全球化思维进行商业运营与决策。本章主要介绍国际商务的概念及其重要性，介绍国际商务活动的基本形式，并就全球化的原因及新兴市场在世界经济中的日益重要的作用进行探讨，以便使读者对国际商务的基础概念有所了解，并为这门课程的深入学习打下基础。