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双语教学推荐教材

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工商管理经典教材·国际化管理系列

Administration Classics

国际商务

INTERNATIONAL

(第5版)

BUSINESS (Fifth Edition)

查尔斯·W·L·希尔 (Charles W. L. Hill) 著

周健临 改编

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中国人民大学出版社

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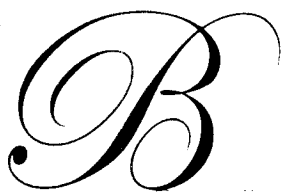
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内容简介

本书是国际商务领域中最新版的权威教科书。自1994年问世以来，已经4次修订再版，备受全球各国管理院校师生和商务人士的好评。本书的主要内容包括：全球化分析（经济中的国家差异、文化差异等因素）、全球贸易与投资环境、全球金融体系、跨国企业的战略与结构，以及进出口、产品研发、生产制造、市场营销、人力资源管理、企业会计与财务管理等大量企业运作层面的国际商务理论和实务操作技能。

本书具有以下主要特色：视角广阔、具有鲜明的国际性，是一部小型的国际商务百科全书；内容丰富、体系完整；注重实证检验和吸收国际商务的最新研究成果；强调提升理论层次，尤其是对一些最新的国际商务理论，作者都做了相应的评述。此外，本书还注意定性定量分析的结合，全面总结归纳了国际商务活动中的通行规则与普遍规律性。

为适应本土化教学的需要，经改编全书由原来的20章压缩为15章，原第2、第3章，原第4、第5章，原第6、第7章都合二为一，原第9、第10和第11章也整合为一章。改变后篇幅更紧凑，定价也大大降低，非常适合作为我国本科教育的双语教材，也可用做研究生、MBA教材，还可作为跨国公司及涉外企业商务人士的参考书。

查尔斯·W·L·希尔 美国华盛顿大学工商管理学院休·M·布莱克讲座国际商务教授，曼彻斯特大学科学与技术学院（UMIST）博士，兼职于UMIST、得克萨斯A&M大学及密歇根大学。

希尔教授在专业性学术杂志上发表论文40余篇，包括《管理学刊》、《管理学术评论》、《战略管理》和《组织科学》。他已出版了两本战略管理和国际商务的大学教材。希尔教授同时是几家学术杂志的编委会成员，包括《战略管理》和《组织科学》，1993—1996年曾担任《管理学术评论》的咨询编辑。

希尔教授在华盛顿大学执教MBA，EMBA，管理学及博士课程，并获得MBA，EMBA及管理优秀教学奖；同时他也为经理人员开设其他定制化的管理课程。

希尔教授为诸多组织机构提供咨询，其用户包括波音公司、微软公司、汤姆森财务服务公司、ATL公司、固特立公司、郝氏公司、弗莱泽号公司、塔克马市照明公司、西雅图市照明公司、威世智公司等。

作者简介

周健临 MBA导师、副教授，立信会计出版社编辑。毕业于上海财经大学工业经济系，曾任教于上海财经大学，现任立信会计出版社二编室编辑室主任。主攻专业：管理学、国际商务。1987—1988年曾在香港东南经济信息中心任分析员。1995年赴美国接受世界银行项目管理培训。先后编写出版了《MBA管理学》、《管理学教程》、《新编国际企业管理》、《现代企业国际化经营》、《现代企业家管理透析》、《经营管理精要》等著作。

改编者简介

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总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模 and 影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科生层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科生层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

- 突出管理类专业教材的实用性。本套教材既强调学术的基础性,又兼顾应用的广泛性;既侧重让学生掌握基本的理论知识、专业术语和专业表达方式,又考虑到教材和管理实践的紧密结合,有助于学生形成专业的思维能力,培养实际的管理技能。

- 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排,首先针对那些课程内容国际化程度较高的学科进行双语教材开发,在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验,使得双语教学贴近现实教学的需要;也有利于我们收集关于双语教学教材的建议,更好地推出后续的双语教材及教辅材料。

- 篇幅合理,价格相对较低。为适应国内双语教学内容和课时上的实际需要,本套教材进行了一定的删减和改编,使总体篇幅更为合理;而采取低定价,则充分考虑到学生的实际购买能力,从而使本套教

材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量，本套教材为教师提供了配套的教辅材料，如教师手册、PowerPoint 讲义、试题库等，并配有内容极为丰富的网络资源，从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意。同时，为使后续推出的教材更适于教学，我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是，尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中内容仍可能有不妥之处，望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院

2005 年 1 月

改编者的话

为了适应我国经济与社会快速发展的需要,在高校专业课程的设置和教学上缩短与世界先进水平的差距,中国人民大学出版社引进了一系列国际上权威的经典教材。查尔斯·W·L·希尔所著的《国际商务》(第5版)即为其中一本。

美国华盛顿大学查尔斯·W·L·希尔教授是该校商学院国际商务休斯·M·布莱克讲座教授,受聘于多所高校为MBA、EMBA、在职经理人员和博士生授课。他所著的《国际商务》从1994年初版至今,经过不断的修订和完善,已成为国际商务领域颇具影响的权威著作而风行于世。该书最新第5版的中译本已由中国人民大学出版社正式出版发行。

考虑到我国高校开展双语教学的需要,中国人民大学出版社决定同步引进该书的英文版。根据我国高校有关专业的课程设置、教学大纲和课时安排,以及学生对教学用书的价格要求,本人在两次主持该书翻译的知识积累基础上,结合自身的教学和编辑的经验,在确保该书的系统完整和尽可能保留原书特色的前提下,综合了多方面的意见,对该原版书作了必要的删节和改编。

改编后,全书由原来的20章压缩为15章,原第2、第3章,原第4、第5章,第6、第7章都合二而一,第9、第10和第11三章整合为一章。各章后的Summary和讨论题全都删除了,精简的原因除了压缩篇幅外,更主要是为了给教师自由发挥和学生深入理解与想像留出必要的空间,提供归纳与综合的练习机会。如确有需要还可参阅中译本。章后的Research Task是本书的特色之一,因而予以保留,这项练习对于提高中国学生的研究能力很有帮助,在信息社会学生应学会利用网络查找所需的数据资料。各章中有选择地保留了部分Management Focus专栏和大部分Focus on Managerial Implications,为的是让学生更多地了解管理实际和强调学以致用。为节约篇幅原书各篇所附案例亦予删除。

改编一本书看似简单容易,实则不然。个中滋味就好比裁缝改制一件成衣,木工改做一件家具,稍有不慎,就有可能使原作的整体协调性受损,而破坏了整件作品。笔者主观上虽然做出了最大的努力,但客观上疏漏之处还是在所难免。对书中尚存的差错和不足之处敬请同仁、专家不吝赐教。

使用原版教材不仅可使学生直接学习原著的思想精粹,还可以锻炼阅读、使用外语的能力,掌握大量英语专业术语和词汇。但是本教材是原作者从西方市场经济体制的视角编写而成的产物,西方作者的文化背景和价值观毕竟和我们有异,尽管对书中一些不符合我国国情等敏感内容已予删除,仍望读者在学习借鉴过程中能有自己的鉴别和分析。希望本书能对我国高校的双语教育有所贡献。

本书得以顺利出版,离不开中国人民大学出版社和麦格劳-希尔教育出版公司的大力支持,尤其要感谢中国人民大学出版社工商管理出版事业部主任于波女士,策划编辑熊鲜菊女士,她们为编辑本书付出了大量的艰辛劳动,在此一并深表谢意。

周健临

2005年6月

识于上海一知书屋

Preface

International Business: Competing in the Global Marketplace is intended for the first international business course at either the undergraduate or the MBA level. My goal in writing this book has been to set the standard for international business textbooks: I have attempted to write a book that (1) is comprehensive and up-to-date, (2) goes beyond an uncritical presentation and shallow explanation of the body of knowledge, (3) maintains a tight, integrated flow between chapters, (4) focuses on managerial implications, and (5) makes important theories accessible and interesting to students.

Comprehensive and Up-to-Date

To be comprehensive, an international business textbook must:

- Explain how and why the world's countries differ.
- Present a thorough review of the economics and politics of international trade and investment.
- Explain the functions and form of the global monetary system.
- Examine the strategies and structures of international businesses.
- Assess the special roles of an international business's various functions.

This textbook does all these things. Too many other textbooks pay scant attention to the strategies and structures of international businesses and to the implications of international business for firms' various functions. This omission is a serious deficiency because the students in these international business courses will soon be international managers, and they will be expected to understand the implications of international business for their organization's strategy, structure, and functions. This book pays close attention to these issues.

Comprehensiveness and relevance also require coverage of the major theories. Although many international business textbooks do a reasonable job of reviewing long-established theories (e.g., the theory of comparative advantage and Vernon's product life-cycle theory) they often tend to ignore important newer work. It has always been my goal to incorporate the insights gleaned from recent academic work into the text. Consistent with this goal, over the years I have added insights from the following research:

- The new trade theory and strategic trade policy.
- The work of Nobel Prize-winning economist Amartya Sen on economic development.

- Samuel Huntington's influential thesis on the "clash of civilizations."
- The new growth theory of economic development championed by Paul Romer and Gene Grossman.
- Empirical work by Jeffrey Sachs and others on the relationship between international trade and economic growth.
- Michael Porter's theory of the competitive advantage of nations.
- Robert Reich's work on national competitive advantage.
- The work of Nobel Prize winner Douglas North and others on national institutional structures and the protection of property rights.
- The market imperfections approach to foreign direct investment that has grown out of Ronald Coase and Oliver Williamson's work on transaction cost economics.
- Bartlett and Ghoshal's research on the transnational corporation.
- The writings of C. K. Prahalad and Gary Hamel on core competencies, global competition, and global strategic alliances.

I have incorporated all relevant state-of-the-art work at the appropriate points in this book. For example, in Chapter 2, "National and cultural Differences," reference is made to the new growth theory, to the work of North and others on national institutional structures and property rights, and to the work of Sen. In Chapter 3, "International Trade Theory and Political Reality," in addition to such standard theories as the theory of comparative advantage and the Heckscher-Ohlin theory, there is detailed discussion of the new trade theory and Porter's theory of national competitive advantage. The empirical work on the relationship between trade and economic growth is also examined in this chapter. In Chapter 4, "Foreign Direct Investment," the market imperfections approach is reviewed. Chapters 7, 8, and 9, which deal with the strategy and structure of international business, draw extensively on the work of Bartlett, Ghoshal, Hamel, and Prahalad.

In addition to including leading-edge theory, in light of the fast-changing nature of the international business environment, every effort is being made to ensure that the book is as up-to-date as possible when it goes to press. A significant amount has happened in the world since the first edition of this book was published in 1993. The

Uruguay Round of GATT negotiations was successfully concluded, and the World Trade Organization was established. In 2001, the WTO embarked upon another major round of talks aimed to reduce barriers to trade, the Doha round. The European Union moved forward with its post-1992 agenda to achieve a closer economic and monetary union, including the establishment of a common currency in January 1999. The North American Free Trade Agreement passed into law, and Chile indicated its desire to become the next member of the free trade area. The Asia Pacific Economic Cooperation forum (APEC) emerged as the kernel of a possible future Asia Pacific free trade area. The global money market continued its meteoric growth. By 2002, over \$1.5 trillion per day was flowing across national borders. The size of such flows fueled concern about the ability of short-term speculative shifts in global capital markets to destabilize the world economy. These fears were fanned by the well-publicized financial problems of a number of organizations that traded derivatives through the global money market, such as Baring's Bank. The World Wide Web emerged from nowhere to become the backbone of an emerging global network for electronic commerce. The world continued to become more global. Several Asian Pacific economies, including most notably China, continued to grow their economies at a rapid rate. New multinationals continued to emerge from developing nations in addition to the world's established industrial powers. Increasingly, the globalization of the world economy affected a wide range of firms of all sizes, from the very large to the very small. And, unfortunately, in the wake of the September 11, 2001, terrorist attacks on the United States, global terrorism and the attendant geopolitical risks emerged as a threat to global economic integration and activity.

Reflecting this rapid pace of change, in this edition of the book I have tried to ensure that all material and statistics are as up-to-date as possible as of 2003. However, being absolutely up-to-date is impossible since change is always with us. What is current today may be outdated tomorrow. Accordingly, I have established a home page for this book on the World Wide Web at www.mhhe.com/hill. From this home page, the reader can access regular updates of chapter material and reports on topical developments that are relevant to students of international business. I hope readers find this a useful addition to the support material for this book.

What's New in the Fifth Edition

The success of the first four editions of *International Business*

was based in part upon the incorporation of leading-edge research into the text, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. Building on these strengths, my goals for the fifth revision have been threefold:

1. Incorporate new insights from recent scholarly research wherever appropriate.
2. Make sure the content of the text covers all appropriate issues.
3. Make sure the text is as up-to-date as possible with regard to current events, statistics, and examples.

As part of the revision process, *changes have been made to every chapter in the book*. All statistics have been updated to incorporate the most recently available data. New examples, several cases, and boxes have been added and older examples updated to reflect new developments. New material has been inserted wherever appropriate to reflect recent academic work or important current events. Chapter 4 now discusses the slump in foreign direct investment flows that took place in 2001 and 2002. The section on the European Union in Chapter 5 has been revised to reflect the plans to admit 10 more member states into the EU on May 1, 2004. In Chapter 7, there have been additions to the section discussing how multinationals can gain a competitive advantage by leveraging skills between subsidiaries. This addition reflects the substantial academic research addressing this issue that has been published in recent years.

Beyond Uncritical Presentation and Shallow Explanation

Many issues in international business are complex and thus necessitate considerations of pros and cons. To demonstrate this to students, I have adopted a critical approach that presents the arguments for and against economic theories, government policies, business strategies, organizational structures, and so on.

Related to this, I have attempted to explain the complexities of the many theories and phenomena unique to international business so the student might fully comprehend the statements of a theory or the reasons a phenomenon is the way it is. These theories and phenomena are typically explained in more depth in this book than they are in competing textbooks, the rationale being that a shallow explanation is little better than no explanation. In international business, a little knowledge is indeed a dangerous thing.

Integrated Progression of Topics

Many textbooks lack a tight, integrated flow of topics from chapter to chapter. In this book students are told in Chapter 1 how the book's topics are related to each other. Integration has been achieved by organizing the material so that each chapter builds on the material of the previous ones in a logical fashion.

Part One, Chapter 1, provides an overview of the key issues to be addressed and explains the plan of the book.

Part Two, Chapter 2, focuses on national differences in political economy and culture. Most international business textbooks place this material later, but I believe it is vital to discuss national differences first. After all, many of the central issues in international trade and investment, the global monetary system, international business strategy and structure, and international business operations arise out of national differences in political economy and culture. To fully understand these issues, students must first appreciate the differences in countries and cultures.

Part Three, Chapters 3 through 5, investigates the political economy of international trade and investment. The purpose of this part is to describe and explain the trade and investment environment in which international business occurs.

Part Four, Chapter 6, describes and explains the global monetary system, laying out in detail the monetary framework in which international business transactions are conducted.

Part Five, Chapters 7 through 9, shifts attention from the environment to the firm. Here the book examines the strategies and structures that firms adopt to compete effectively in the international business environment.

Part Six, Chapters 10 through 15, narrows the focus further to investigate business operations. These chapters explain how firms can perform their key functions—manufacturing, marketing, R&D, human resource management, accounting, and finance—in order to compete and succeed in the international business environment.

Throughout the book, the relationship of new material to topics discussed in earlier chapters is pointed out to the students to reinforce their understanding of how the material comprises an integrated whole.

Focus On Managerial Implications

Many international business textbooks fail to discuss the implications of the various topics for the actual practice of international business. This does not serve the needs of business school students who will soon be practicing

managers. Accordingly, the usefulness of this book's material in the practice of international business is discussed explicitly. In particular, at the end of each chapter in Parts Two, Three, and Four—where the focus is on the environment of international business, as opposed to particular firms—there is a section titled *Focus On Managerial Implications*. In this section, the managerial implications of the material discussed in the chapter are clearly explained.

In addition, each chapter begins with a case that illustrates the relevance of chapter material for the practice of international business. Chapter 2, "National and Cultural Differences," for example, opens with a case that describes how changes in the political and economic institutions of India are making it a more attractive location for international businesses to operate.

Another tool that I have used to focus on managerial implications are Management Focus boxes. Like the opening case, the purpose of these boxes is to illustrate the relevance of chapter material for the practice of international business.

New to this edition are GlobalEdge Research Tasks that appear at the end of each chapter. Created by the CIBER Group at Michigan State University headed by Tomas Hult and Tunga Kiyak, these application exercises challenge students to research, collect, and analyze data acting as a manager working for an international firm. From exploring differences in business etiquette to using data sources such as the *World Investment Directory* to identifying tariff restrictions in different countries, these exercises will expose students to the types of sources and tools international managers use to make informed business decisions.

Accessible and Interesting

The international business arena is fascinating and exciting, and I have tried to communicate my enthusiasm for it to the student. Learning is easier and better if the subject matter is communicated in an interesting, informative, and accessible manner. One technique I have used to achieve this is weaving interesting anecdotes into the narrative of the text—stories that illustrate theory. The opening cases and focus boxes are also used to make the theory being discussed in the text both accessible and interesting.

Just how accessible and interesting this book actually is will be revealed by time and student feedback. I am confident, however, that this book is far more accessible to students than its competitors. For those of you who view such a bold claim with skepticism, I urge you to read the sections in Chapter 1 on the globalization of the

world economy, the changing nature of international business, and how international business is different.

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