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国际经济学

一种政策方法

第 **9** 版

Mordechai E. Kreinin

Michigan State University / 著

International
Economics
A Policy Approach



北京大学出版社
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· 院长寄语 ·

北京大学光华管理学院秉承北大悠久的人文传统、深邃的学术思想和深厚的文化底蕴,经过多年努力,目前已经站在中国经济发展与企业管理研究的前列,以向社会提供具有国际水准的管理教育为己任,并致力于帮助国有企业、混合所有制企业和民营企业实现经营管理的现代化,以适应经济全球化趋势。

光华 MBA 项目旨在为那些有才华的学员提供国际水准的管理教育,为工商界培养熟悉现代管理理念、原理和技巧的高级经营管理人才,使我们的 MBA 项目成为企业发展致富之源,为学员创造迅速成长和充分发挥优势的条件和机会。

为了适应现代人才需求模式和建立中国的一流商学院,北京大学光华管理学院正在推出国际 MBA“双语双学位”培养方案;同时,为了配合北大 MBA 教育工作的展开,光华管理学院与北大出版社联合推出本套《当代全美 MBA 经典教材书系(英文影印版)》,并向国内各兄弟院校及工商界人士推荐本套丛书。相信我们这些尝试将会得到社会的支持。而社会对我们的支持,一定会使光华 MBA 项目越办越好,越办越有特色。

北京大学光华管理学院院长

陈以亨

出版者序言

2001年12月10日中国加入了世界贸易组织,从此,中国将进一步加大与世界各国的政治、经济、文化各方面的交流和合作,这一切都注定中国将在未来世界经济发展中书写重要的一笔。

然而,中国经济的发展正面临着前所未有的人才考验,在许多领域都面临着人才匮乏的现象,特别是了解国际贸易规则、能够适应国际竞争需要的国际管理人才,更是中国在未来国际竞争中所必需的人才。因此,制定和实施人才战略,培养并造就大批优秀人才,是我们在新一轮国际竞争中赢得主动的关键。

工商管理硕士(MBA),1910年首创于美国哈佛大学,随后MBA历经百年风雨不断完善,取得了令世人瞩目的成绩。如今,美国MBA教育已经为世界企业界所熟知,受到社会的广泛承认和高度评价。中国的MBA教育虽起步较晚,但在过去10年里,中国的MBA教育事业发展非常迅速,也取得了相当显著的成绩。现在国内已经有50多所高等院校可以授予MBA学位,为社会培养了3000多名MBA毕业生,并有在读学员2万多人。

目前,国内的MBA教育市场呈现一片繁荣景象,但繁荣的背后却隐藏着种种亟待解决的问题。其中很大一部分问题的成因是因为目前我国高校使用的教材内容陈旧,与国外名校的名牌教材差距较大,在教学内容、体系上也缺乏与一流大学的沟通。为适应经济全球化,国家教育管理部门曾要求各高校大力推广使用外语讲授公共课和专业课,特别是在我国加入WTO后急需的上百万人才中,对MBA人员的需求更是占1/3之多,所以,大力开展双语教学,适当引进和借鉴国外名牌大学的原版教材,是加快中国MBA教育步伐,使之走向国际化的一条捷径。

目前,国内市场上国外引进版教材也是新旧好坏参差不齐,这就需要读者进行仔细的甄别。对于国外原版教材的使用,在这里我们要提几点看法。国外每年出版的教材多达几万种,如果不了解国外的教材市场,不了解国外原版教材的品质就可能找不到真正适合教学和学习的好的教材。对于不太了解外版教材的国内读者来说,选择教材要把握以下几点,即:选择国外最新出版的书籍;选择名校、名作者的书籍;选择再版多次并且非常流行的书籍。综合以上几点来看,目前国内市场上真正出新、出好、出精的MBA教材还是不多的。基于以上认识,北京大学出版社推出了《当代全美MBA经典教材书系(英文影印版)》,本套丛书的筛选正是本着以上提到的几点原则,即:出新、出好、出精。经过北京大学及国内其他著名高校的知名学者的精心挑选,本套丛书汇集了美国管理学界各个学科领域专家的权威巨著,称得上是一套优中选精的丛书。本套丛书现在已经推出了MBA主干课程、会计专业、金融专业课程教程三个系列,共45个品种。以后,我们还将陆续推出更多专业的英文影印版书籍。

致谢

本套教材是我社与国外一流专业出版公司合作出版的,是从大量外版教材中选出的最优秀的一部分。在选书的过程中我们得到了很多专家学者的支持和帮助,可以说每一本书都经过处于教学一线的专家、学者们的精心审定,本套英文影印版教材的顺利出版离不开他们的无私帮助,在此,我们对审读并对本套图书提出过宝贵意见的老师们表示衷心的感谢,他们是(按拼音排序):

北京大学光华管理学院：符国群、李东、刘力、梁钧平、陆正飞、王建国、王立彦、王其文、
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出版声明

本套丛书是对国外原版教材的直接影印,由于各个国家政治、经济、文化背景的不同,原作者所持观点还请广大读者在阅读过程中加以分析和鉴别。我们希望本套丛书的出版能够促进中外文化交流,加快国内经济管理专业教学的发展,为中国经济走向世界做出一份贡献。

我们欢迎所有关心中国 MBA 教育的专家学者对我们的工作进行指导,欢迎每一位读者给我们提出宝贵的意见和建议。

北京大学出版社经济管理事业部

2003 年 4 月

关于本书

适用对象

本书是为具有一两年经济学基础的学生编写的,主要适用于本科生一个或两个学期的国际经济学课程。当然,对许多工商管理硕士和其他国际关系课程也很适合。

内容简介

Kreinin 的《国际经济学:一种政策方法》(第9版)表述清晰,政策阐述更新及时,深受读者好评。本书对国际经济学关系提供了一种简明但全面的分析,通过描述一个理论、政策、制度和经验材料的合适均衡框架,提供给学生一个极好的学习平台。本书第一部分阐述国际贸易和商业政策,第二部分主要是讲述国际金融关系,这两部分可以互相交换,按照不同的顺序选择学习。Kreinin 的课本被认为是当前国际经济政策课程最好的教材。

主要特色

对国际贸易和金融理论做均衡阐述,教师可以自由选择讲授或多或少的分析材料,每章附录提供更多的理论公式和理论材料,额外的分析盒提供给学生现实的案例和应用,课本中的实例适合学习商业和社会科学的学生。

本版更新

本版除了表格、图表、数据和课本范例全部被更新以反映国际贸易和金融的最新发展外,所有的理论公式和政策问题也已经被更新,许多现实案例都选自1996—2001年,这些案例包括:最优税收(第4章),轻轨(第6章),世贸组织、欧元和 NAFTA(第7章)和 PPP 图表(第14章)。本版提供了关于金融历史更为充实的内容,包括诸如1997—1999年亚洲金融危机之类的近期事件;所有的欧洲货币,例如德国马克、法国法郎、意大利里拉的注释都被替换成欧元;第11、12章增加了外汇市场的内容,现在包括美元对欧元的汇率;第16章叙述性描述了欧元的历史和它在1999—2001年的波动。本版包括连续的专业术语,提供在页面的空白处。简短总结和内容要点则在相应的页面被突出。

网址

<http://kreinin.swcollege.com>

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2. PowerPoint 幻灯片

PREFACE

Although Americans have gained a better understanding of their domestic economy since World War II, knowledge of international economics has remained limited. In recent years, however, international economic matters so frequently occupied the financial headlines that attention has been forced beyond domestic concerns to those of the world market.

Through its nine editions, this book has provided a simplified yet comprehensive analysis of international economic relations, with the fundamental objective of extracting maximum policy insight from a minimum number of theoretical constructs. Written for students with only one or two previous courses in the principles of economics, it is designed primarily as a basic text for a one- or two-term undergraduate sequence in international economics. Although the volume contains analytical tools, the material is arranged so that the theoretical sections may be omitted and the main text used also in policy-oriented noneconomics courses. Finally, the book is useful as supplementary reading for students of international relations and business administration, as well as for economics students in money and banking courses.

The method of presentation has remained unchanged through all editions. Each subject is expounded verbally before any use is made of analytical tools beyond simple supply and demand curves. Whenever technical terms and tools are needed, they are carefully explained. Although the focus is on policy, the necessary theoretical underpinnings are fully presented.

THE NINTH EDITION

Part One of the book addresses international trade and commercial policy, while Part Two is devoted to international financial relations. As in previous editions, the two parts are *interchangeable and may be studied in either order*. Each chapter concludes with a chapter *Summary*, a list of *Important Concepts*, and review questions. The appendices, which contain *more complex formulas and theoretical material*, appear at the end of each relevant chapter.

- All topics have been thoroughly updated, and many examples come from the years 1995 to 2001.
- The original arrangement that enabled uninitiated readers to skip over the technical sections without loss of continuity has been retained. These technical sections are featured as *Additional Insights* boxes and are clearly set apart from the text, allowing instructors to cover important concepts in more detail. However, they may also be skipped without any loss of continuity.

- Relevant bibliographical material is contained in footnotes rather than end-of-chapter notes. This arrangement relates additional readings to specific subsections and makes them useful for instructors who wish to assign term papers.
- Most of the references are selected at a level accessible to undergraduate students. Instructors wishing to assign book reviews will find sources of books dealing with policy matters in the bibliography at the end of this book.
- Sources of widely used statistical information and reviews of current developments are also offered at the end of the book, along with a list of readers for supplementary readings. *New to the bibliography is a list of twenty-three useful Web sites.*

New to This Edition

A new feature in the ninth edition is a *running glossary*, presented in color in the margin of the text page. It contains definitions of the concepts outlined in the text, as well as occasional short summaries and points of emphasis where these seem necessary. The glossary should help the student to review and digest the material in the text.

All references to continental currencies, such as the Deutch mark, French franc, or Italian lira have been replaced by the new euro, as these currencies will disappear in mid-2002. Explanation of the foreign exchange market in Chapters 11 and 12 are now made *with reference to the dollar-euro exchange rate*. Thus the student is introduced to the euro in a meaningful way. References to the yen and the pound sterling are retained. Thus the depreciation analysis in Chapter 14 continues to employ the example of the pound-dollar exchange rate, assuming a one-third depreciation of the pound from £1 = \$3 to £1 = \$2. But it is suggested that instructors wishing to do so can realistically replace this with a one-third depreciation of the euro, from 1€ = \$1.20 to 1€ = \$0.80. This is only a slight exaggeration of what happened in the 20 months following the introduction of the euro on January 1, 1999.

Special features of the euro, its history, and fluctuations during 1999–2001 are outlined in Chapter 16, while the Asian currency crisis of 1997–1999 is covered at the end of Chapter 17.

All theoretical formulations and policy issues have been brought up to date, and many of the examples are drawn from the years 1996–2001, including:

- Updates of all tables in Chapter 1
- Added explanation of the “optimum tariff” in Chapter 4
- Added (explicit) discussion of “fast track” in Chapter 6
- Streamlining and updates to the discussion of the WTO, EU, and NAFTA in Chapter 7
- Revision of Chapters 11 and 12 introducing the student to the euro and adding a section on the “incompatible trinity” in Chapter 12
- Updates to the PPP graph as well as other matters in Chapter 14
- Updates of Chapters 16 and 17

Instructor's Manual and Test Bank

This edition of *International Economics* is accompanied by an Instructor's Manual with a test bank. This manual, written by Don Clark of the University of Tennessee–Knoxville, should prove a useful supplement as it summarizes and highlights the key features of the text. The following items are provided for each of the seventeen chapters:

- A brief overview or summary
- An outline of the distinguishing features
- References for outside reading
- Answers to the end-of-chapter questions
- Multiple-choice questions (20 to 30 per chapter)

PowerPoint Presentation

This edition of *International Economics* is also accompanied by a lecture presentation in PowerPoint. This supplement can save instructors valuable time as they prepare for class. The presentation includes a summary of each chapter of the text plus graphical animations of each textbook figure. The slides are developed sequentially, much as one might present them on a blackboard.

Web Site

The Web site to accompany the Ninth Edition includes applications that are designed to enhance the examples given in the textbook, and self-assessment quizzes for each chapter of the textbook. Instructors may also be interested in course delivery software offered at the Web site. These software packages, available to qualified adopters, include WebCT, BlackBoard, and Class Act. We invite you to visit www.harcourtcollege.com/econ.

South-Western Publishing Company will provide complimentary supplements or supplement packages to those adopters qualified under our adoption policy. Please contact your sales representative to learn how you may qualify.

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Mordechai E. Kreinin

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