

现代国际商务系列教材

丛书主编 刘恩专

Understanding International Business

国际商务综合教程

(英文版)

周 苹 编著

(美) Charles H. Schroeder 审校

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现代国际商务系列教材

国际商务概论
公司战略管理
跨国公司管理
国际贸易理论与政策
国际贸易实务
国际金融
国际财务管理
国际市场营销
国际商法
国际结算与单证制作
国际物流
国际技术转让与知识产权保护
国际投资
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内 容 简 介

全书分为14章,内容包括:国际商务环境、国际金融、贸易与投资、国际区域经济一体化、国际企业经营战略与联合、进出口贸易及生产运营管理、国际市场营销、国际企业财务管理、人力资源及国际物流。书的结构为:学习目的、正文、专栏、注释、练习及案例。配备课件与练习参考答案。

文字陈述将专业性与通俗性相结合,简明、易懂;该书既适于作为本科生和低年级研究生的专业英语教材,也可作为相关从业人员进修读本。

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总 序

随着经济全球化和企业国际化进程的迅速推进，国际商务活动愈益活跃且更加丰富多彩，国际商务规则也在发生种种变化，社会对通晓国际商务专业知识和通行规则的专门人才的需求与日俱增。因应这一大趋势，国际贸易及其相关学科的课程体系和教学内容正在进行适应性调整，即更加注重国际商务管理能力和实际操作业务知识与技能的培养，走务实之路已经成为很多院校国际贸易和管理学科变革的重要方向。突出表现为，一是在本属于应用经济学科的国际经济与贸易专业（本科）课程中加入属于国际商学和管理学的课程，二是在教育部学科目录外开设“国际商务”专业。在这样的背景下，国内迫切需要一套系统、完整和规范的国际商务系列教材，以满足本科教学和社会培训之需。为此，我们同北京交通大学出版社合作，组织国内部分院校的专业教师，编写了这一套“现代国际商务系列教材”。

本套教材共有 14 部，包括：《国际商务概论》、《公司战略管理》、《跨国公司管理》、《国际贸易理论与政策》、《国际贸易实务》、《国际市场营销》、《国际商法》、《国际结算与单证制作》、《国际物流》、《国际金融》、《国际财务管理》、《国际投资》、《国际技术转让与知识产权保护》、《国际商务综合教程》（英文版）等。

务实是本套教材编写的基本指导思想，即要从当今世界的国际商务理论与实践的发展实际出发，基于国际商务教学和培训的实际需要，构造教材体系，组织编写内容。就教材体系而言，在提供国际商务经营与管理的综合性知识的基础上，本套教材按照企业国际市场的三种一般进入方式（亦即国际商务模式）——“贸易、投资、技术授权”，来分门别类地设置课程，课程（教材）的重要性程度也依此顺序而定。显然，

本套教材是以国际贸易和国际投资(含国际金融和财务)为主体的。就教材内容而言,则要体现它的时代性、实用性和应用性,尽量将已经在国际商务研究和实践中得到较为普遍运用的,而目前许多教科书还未能纳入的,新的国际商务知识、技能和方法等,纳入本系列教材。

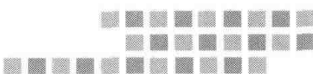
本套教材力求展现如下特点:第一,突出“国际商务”(International Business)概念,从而区别于传统的国际贸易(International Trade),并扩展了国际贸易和相关学科的研究视野、教学领域和学生的知识面;第二,兼顾应用经济学与管理学(商学),国际经济与贸易专业发展的实际告诉我们,无论在研究领域、研究方法,还是在培养目标、教学内容和学生就业需求上,国际贸易与相关学科的融合都是大势所趋;第三,教材编写上注重中国国情与国际通行做法的结合,体例上力求规范、全面、实用,除正文外,每章均包括学习要点、专栏等插入材料、小结、概念与术语、思考题和参考文献等,并适应双语教学的需要,编辑重点名词英文注释和中英文术语对照附录;第四,注重实际操作,最大限度地从企业用人需要角度,提供国际商务专业人才教学和培训所需知识与技能。

本套教材的适用对象较为广泛,可作为高等财经院校国际经济贸易、企业管理和经贸外语等专业的专业教材和教学参考书,以及外经贸企业和跨国公司的业务参考书与培训教材,并可供外经贸管理部门决策参考。

本套教材的作者均来自国内有关高校的国际商务研究与教学一线,有着丰富的教学经验和雄厚的研究实力。教材中的内容,既包括本领域国内外的通识性知识,也引入了当前国际商务领域的最新研究成果,从而保证了本套教材的实用性和先进性。尽管如此,本套教材仍是国内教材建设中的一种新的尝试,错误和缺欠在所难免,敬请亲爱的读者和同行们品头论足,批评指正。

刘恩专

2009年6月



推荐序

The turmoil in global financial and product markets has brought international business issues to the forefront in the media, boardroom and classroom. I have read *Understanding International Business* in its entirety and find all major international business topics are explained in a clear and understandable manner. This realistic and practical book will appeal to the interests of students, faculty and business readers interested in global business.

The book not only covers relevant topics in a comprehensive manner but also presents them in a logical, well-organized format supported by examples, case studies and sidebar readings. One of the book's greatest strengths is the clarity of its writing and the proper use of all words and phrases in English to exactly convey the author's thoughts. It is not only a very readable book but also an enlightening one as well. I highly recommend *Understanding International Business* to anyone engaged in the study of global business matters.

Charles H. Schroeder
California State University

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Chapter 1 An Overview of International Business

Learning Objectives

1. To understand the meaning of international business and the reasons why students should learn the subject of international business
2. To introduce the basic forms of international business activities
3. To learn the causes of globalization

1.1 What Is International Business?

International business consists of business transactions between parties from more than one country. Examples include buying materials in one country and shipping them to another for processing or assembly; shipping finished products from one country to another for retail sale; building a plant in a foreign country to capitalize on lower labor costs; or borrowing money from a bank in one country to finance operations in another. The parties involved in such transactions may include private individuals, individual companies, groups of companies, and/or governmental agencies.

How does international business differ from domestic business? Domestic business involves transactions occurring within the boundaries of a single country, while international business transactions cross national boundaries. International business can differ from domestic business for a number of other reasons, including the following:

- The countries involved may use different currencies, forcing at least one party to convert its currency into another.
- The legal systems of the countries may differ, forcing one or more parties to adjust their practices to comply with local law. Occasionally, the mandates of the legal systems may be incompatible.
- The cultures of the countries may differ, forcing each party to adjust its behavior to meet the expectations of the other.

- The availability of resources differs by country. One country may be rich in natural resources but poor in skilled labor, while another may enjoy a productive, well-trained workforce but lack natural resources. Thus, the way products are produced and the types of products that are produced vary among countries.

In most cases the basic skills and knowledge needed to be successful are conceptually similar whether one is conducting business domestically or internationally. For example, the need for marketing managers to analyze the wants and desires of target customers is the same regardless of whether the managers are engaged in international business or domestic business. However, although the concepts may be the same, there is little doubt that the complexity of skills and knowledge needed for success is far greater for international business than for domestic business. International businesspeople must be knowledgeable about cultural, legal, political, and social differences among countries. They must choose the countries in which to sell their goods and from which to buy inputs. International businesses must also coordinate the activities of their foreign subsidiaries, while dealing with the taxing and regulatory authorities of their home country and all the other countries in which they do business.

Notes

international business 国际商务

transaction 交易

convert 使转变, 转换

mandates 命令

incompatible 矛盾的, 不调和的

regulatory authority (进行)调控的权威人士

1.2 Why Study International Business?

There are many reasons why today's students need to learn more about international business. The main reasons are as below:

1. Organizations with International Operations

Almost any large organization you work for will have international operations or be affected by the global economy. You need to understand this increasingly important area to better assess career opportunities and to interact effectively with other managers. For example, in your first job assignment, you could be part of a project team that includes members from China, South Korea and the United States. A basic grasp of international business would help you understand more fully why the team was formed, what the company