

# MBA

英文影印版

当代全美MBA经典教材书系（英文影印版）  
北大光华管理学院 IMBA、MBA推荐用书  
汤姆森学习出版集团精选教材系列

## 国际商务基础

### Fundamentals of International Business

第 1 版

*Michael R. Czinkota*  
Georgetown University

*Ilkka A. Ronkainen*  
Georgetown University

*Michael H. Moffett*  
The American Graduate School of International Business(Thunderbird) / 著



北京大学出版社

<http://cbs.pku.edu.cn>



国际商务类



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主 编：张维迎 北京大学光华管理学院副院长，教授

## · 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

厉以宁

## 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;选择名校、名作者的书;选择再版多次并且非常流行的书。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、贾春新、江明华、李东、刘力、梁钧平、  
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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与管理图书事业部

2003 年 10 月

# 关于本书

## 适用对象

本教材适用于所有国际商务课程。

## 内容简介

《国际商务基础》对国际商务进行了简明的介绍,并特别强调全球性机构面临的环境和文化问题。这一杰出的作者团队凭借他们深厚的学术功底以及在业界和政府获得的实践经验,确保本教材在研究与实践之间保持平衡。本书用易于理解的图表提供了最新的贸易数据。每一章都刻画并讨论一些当代商务形势和重大事件,并特别注重冲击国际商务的技术。全书用易于理解的语言和格式讲解复杂的问题,简明扼要,内容平衡,便于学生使用。

## 作者简介

Michael R. Czinkota 是乔治敦大学(Georgetown University)麦可多纳商学院(the McDonough School of Business)研究生院的市场营销与国际商务学教授。他还在亚洲、澳洲、欧洲和美洲的多所大学拥有教授职位。Czinkota 教授曾任美国前总统里根的商业副助理秘书长、经合组织行业委员会美国代表团团长、出口控制首席贸易顾问。他是多个编委会的成员,同时担任美国营销协会(the American Marketing Association)董事会董事、营销科学学会(the Academy of Marketing Science)理事会理事。Czinkota 教授还在美国和其他国家(地区)从事过多年的私人行业咨询工作,与 AT&T、IBM、GE 和雀巢(Nestlé)都有过合作。他还在多家公司的董事会中担任职务。Czinkota 教授是国际商务方向的工商管理硕士,并在俄亥俄州立大学(the Ohio State University)获后勤学博士学位。

Ilkka A. Ronkainen 在乔治敦大学(Georgetown University)麦可多纳商学院(the McDonough School of Business)教授市场营销与国际商务学。1981~1986 年间,他担任全国进出口研究中心(the National Center of Export-Import Studies)的副主任,并在 1986~1987 年间担任该中心的主任。Ronkainen 博士是赫尔辛基经济学院(the Helsinki School of Economics)的国际营销学讲师。1987~1988 和 1991~1992 学年度,他曾是赫尔辛基经济学院的访问学者,此后一直在该学院行政 MBA、国际 MBA 和国际 BBA 项目承担教学任务。Ronkainen 博士在南卡罗来纳大学(the University of South Carolina)获博士与硕士学位,并在赫尔辛基经济学院获理学硕士(经济学)学位。Ronkainen 博士在学术期刊及各种报刊上发表了大量文章,是《国际商务》和《全球商务》的合作者。他还是 *Journal of Business Research*、*International Marketing Review* 和 *Journal of International Business Studies* 评审委员会的成员。在 1986~1990 年间,他担任欧洲营销学会(the European Marketing Academy)的北美协调员。1981~1986 年,他是华盛顿国际贸易协会的成员,并创办了该协会的新闻出版物 *Trade Trends*。Ronkainen 博士还是美国多家国际机构的顾问,他与 IBM、the Rand Organization、the Organization of American States 等机构都有过合作。他与很多芬兰公司都保持着密切的联系,并为这些公司的国际化和教育培训做了大量工作。

Michael H. Moffett 目前是美国国际管理研究生院(the American Graduate School of Interna-

tional Management, Thunderbird)的金融与国际商务副教授。Moffett 博士在位于奥斯汀的得克萨斯大学(the University of Texas)获经济学学士学位(1977 年),在科罗拉多州立大学(Colorado State University)获资源经济学硕士学位(1979 年),并在位于玻尔得的科罗拉多大学(the University of Colorado)获国际经济学硕士和博士学位(1985 年)。Moffett 博士曾在世界各地的许多大学讲学,其中包括丹麦的奥尔胡斯商学院(the Aarhus School of Business)、芬兰的赫尔辛基经济与工商管理学院(the Helsinki School of Economics and Business Administration)、挪威的挪威经济学院(the Norwegian School of Economics)和斯洛文尼亚的卢布尔雅那大学(the University of Ljubljana)。Moffett 博士也曾在美国的多所大学讲学,包括华盛顿特区的圣三一学院(Trinity College)和玻尔得(Boulder)的科罗拉多大学。他曾经是布鲁金斯研究院(the Brookings Institution)的访问研究员,并刚刚完成了在密歇根大学(the University of Michigan, 位于安阿伯)国际商务系为期两年的访问教授项目。Michael Moffett 曾在多种学术期刊中发表论文,包括 *the Journal of International Money and Finance*, *the Journal of Financial and Quantitative Analysis*, *Contemporary Policy Issues* 和 *the Journal of International Financial Management and Accounting*。1992 年,他与 David Eiteman 和 Arthur Stonehill 合著了《跨国企业财务》第 6 版;并在 1993 年与 Arthur Stonehill 共同编写了《跨国公司统一国家中心的跨国财务管理》。他为国际金融和国际商务领域的无数集体工作做出了不懈的努力与贡献。Moffett 博士还为美国和欧洲的多家私营公司提供咨询服务。

### 关键特色

篇幅简短:与市场上的标准教材不同,本教材集中讨论基本的要点问题,实用性强,而且价格低廉。

一体化的学习体系:所有的主要教学辅助材料都围绕学习目标编写,帮助学生和教师将注意力集中在每一章的要点上。

开篇简介:每一章开始都有一个简短的开篇简介,其中包含了一个或两个学生在阅读该章时应该思考的问题,为每一章的讨论奠定了良好基础。

世界观察:“世界观察”专栏将全球商务环境中的具体案例带到了课堂中来。

快速应用:“快速应用”为书中提到的概念提供了现实世界中的实例。

文化线索:散步在全书中的“文化线索”为不同文化提供相应的实践技巧和分析。

趣味事实:“趣味事实”会就某一有趣的主题提出一个简短的问题并给出答案。许多这种话题都与地理学相关,从而可以进一步帮助学生提高地理修养。

地图:为了增加学生的地理学知识,本教材中附有多张地图,以便说明书中的相关概念。

TextChoice 案例与习题:TextChoice 是汤姆森学习出版集团的数字内容的主页。管理案例和习题数据库可以让你很方便地对案例、经验性习题、课外活动,甚至你自己的材料进行评估和挑选,以便为你的学习量身打造配套练习。

### 网址

<http://czinkota.swlearning.com>

## 简要目录

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#### 第1章 全球化

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2. 地图/0-324-27364-9

3. 讲义幻灯片(只在线提供)/0-324-27395-9



## PREFACE

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*Fundamentals of International Business* is an introductory international business text for use at the undergraduate level. Its comprehensive coverage of the subject also makes it appropriate for use in MBA programs.

The book's content is streamlined when compared to the array of international business texts now available, but sufficiently rigorous and demanding to satisfy the professional integrity of the instructor.

The ever-growing cultural diversity of students attending U.S. colleges and universities has influenced the development of this text. These students bring a wide range of learning experiences and a richness of cultural backgrounds to the classroom. We are sensitive to these conditions and to the educational opportunities they present to instructors and reflect them in our approach to the field and to learning.

### Coverage

Here is what makes this book special:

Individuals, business and government are mutually interdependent. Therefore, we work hard to highlight the interrelationships and linkages among these three pillars of international business. In the chapters, the questions, and the vignettes, the reader will discern this nexus of personal needs, policy requirements, and business activities.

As there is more than one point of view regarding globalization, both the instructor and the student are provided with the insights and the materials to obtain an overview of the different perspectives and gain the ability to formulate their own personal views. We do so by providing not only the different arguments, but also by the facts and insights that allow for a scrutiny of these arguments.

As a result of our work with companies, we know that international business is the realm of small and medium-sized firms as well as large, multinational corporations. This text presents a balanced coverage of the subject matter, analyzing decision making in the context of their corporate conditions. Also addressed are important topics that are only marginally discussed in other international business texts, such as supply-chain management (logistics), countertrade, north-south economic integration, and the development of global management talent.

The roles of culture, policies, and politics are given in-depth exploration as well. The dimensions of ethics, social responsibility, and diversity are addressed through examples and vignettes. We appreciate the role, present and future, of corporate transparency, veracity, and vision. For example, the sweatshop issue is explored, highlighting the need for acceptable working conditions around the globe, and report

with an insider perspective on the latest international agreements to reduce bribery and corruption.

Our work in international business has also taught us that commitment and trust are key to global success. We are firmly committed to our work and personally stand fully behind it. If you have questions or concerns about this book, feedback of praise or complaint, please contact us at any time. Here is our contact information:

Prof. Michael R. Czinkota	czinkotm@georgetown.edu
Prof. Ilkka A. Ronkainen	ronkaii@georgetown.edu
Prof. Michael H. Moffett	moffetm@t-bird.edu

**USE OF WORLDWIDE EXAMPLES** The global orientation of this book is reinforced by drawing on worldwide examples, trends, and data, rather than relying only on U.S.-based information. The reality and pragmatism of our content is ensured by always addressing the issue of “What does all this mean for firms in terms of implementing international business activities?”

## Organization

*Fundamentals of International Business* contains 14 streamlined chapters, which translates into approximately 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.

**Part One** provides an overview of the key issues facing international business today and touches on how these topics will be dealt with in the text.

**Part Two** focuses on the similarities and differences between cultures, and how global politics both influences and is influenced by these same factors.

**Part Three** shifts to the theoretical foundations surrounding global trade and investments, explaining the environment in which these occur.

**Part Four** explores the international monetary system, including the discussion of global financial management.

**Part Five** is devoted to global operations, investigating strategic management issues.

**Part Six** describes the future of global business, and the future for students of the field.

## Distinguishing Pedagogical Features

A number of unique features in this text make substantial contributions to the learning process. These features deliver hands-on learning that captures student interest and leads to practical knowledge.

- **Integrated Learning System:** This text uses the integrated learning system to structure the text and the teaching supplements around learning objectives. The numbered objectives are identified in the chapter introduction, and each is precisely addressed in the summary section at the end of the chapter. Numbered icons within the chapter margins mark where each objective is covered within the text.



The integrated learning system also makes lecture and test preparation easier. All of the text's major supplements are organized around the learning objectives, helping students and instructors focus on the key points of each chapter.

- **Opening Vignette:** An opening vignette sets the stage for the chapter, including one or two questions for students to consider as they read the chapter.
- **World View:** This box offers concrete examples of the issues confronting global business decision-makers into the classroom.
- **Quick Take:** A "Quick Take" vignette is a real-world example to provide context for concepts presented in the text.
- **Culture Clues:** Interspersed throughout the text are "Culture Clues" that provide practical tips and insights to different cultures.
- **Fast Facts:** Interspersed throughout the text, these facts are presented in a Q and A format. They focus mainly on geography-oriented topics and are meant to immediately provide feedback to the student about the absorption of the text material at hand.
- **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.
- **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. In addition, a detailed world map by Rand McNally is included with each new text.
- **Chapter Summary, Review Questions, and Critical Skill Builders:** Each chapter closes with a summary of key points that students should retain, organized by learning objective. The review questions and critical skill builder questions are a complementary learning tool that will enable students to check their understanding of key issues, to think beyond basic concepts, and to determine areas that require further study. All these tools help students discriminate between main and supporting points and provide mechanisms for self-teaching.
- **On the Web:** Each chapter contains two to three Internet exercises to involve students in the high-tech world of cyberspace. Students are asked to explore



**SOCIAL STRATIFICATION**  
The division of a particular population into classes.

the Web for research into topics related to each chapter. This hands-on experience helps to develop Internet, research, and business skills.

- **Brief Format:** This text focuses on the essentials to provide a practical and inexpensive alternative to the standard texts on the market.
- **Up-to-Date Research:** Extra effort has been made to provide extensive current research information. The endnotes resources enable the instructor and the student to incorporate additional information where it is useful and desirable.
- **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.
- **Critical Presentation and Explanation:** The complex nature of topics and theories in international business are presented with their pros and cons. The goal is to allow students an in-depth exploration of the struggles among various theories, policies, strategies, and structures.

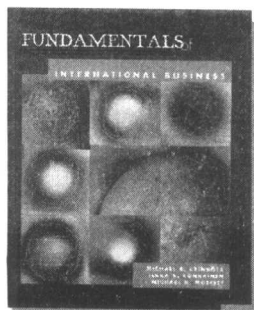
### Supplementary Material

**Instructor's Manual with Test Bank** (0-324-27365-7): Designed to provide support for instructors new to the course, as well as innovative materials for experienced professors, the Instructor's Manual includes suggested course outlines, chapter objectives, annotated learning objectives, suggestions for teaching, and further questions for discussion. Additionally, the Instructor's Manual includes answers and teaching notes to end-of-chapter materials. The Test Bank includes true/false, multiple choice, and short-answer questions.

**PowerPoint Lecture Presentation** (0-324-27395-9): Also available on the Web site, the PowerPoint Lecture Presentation enables instructors to customize their own multimedia classroom presentation. Containing approximately 200 slides, the package includes figures and tables from the text, as well as outside material to supplement chapter concepts. Material is organized by chapter, and can be modified or expanded for individual classroom use. PowerPoints are also easily printed to create customized transparency masters.

**Videos** (0-324-020354-3): Videos compiled specifically to accompany *Fundamentals of International Business* utilize real-world companies to illustrate international business concepts as outlined in the text. Focusing on both small and large businesses, the video gives students an inside perspective on the situations and issues that global corporations face.

**Web site** (<http://czinkota.swlearning.com>) The Web site is a comprehensive resource-rich location for both instructors and students to find pertinent information. It includes the On the Web feature as well as additional resources. The Instructor Resources contain a download of the Instructor's Manual and Test Bank, and PowerPoint Lecture Presentation. The Interactive Study Center includes inter-



active quizzes, complete text glossary, and key end-of-chapter materials for online reference.

**InfoTrac College Edition:** Included with each new copy of the text is four months of free access to InfoTrac College Edition, an online library of over 4,000 academic journals and periodicals. Through its easy-to-use search engine and other user-friendly features, InfoTrac College Edition puts cutting-edge research and the latest headlines at students' fingertips.

**TextChoice Cases and Exercises:** TextChoice is the home of Thomson Learning's digital content. The Management Cases and Exercises content database allows you to easily evaluate and select cases, experiential exercises, activities, and even your own material to create a course companion tailor-fit to your course.



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Michael R. Czinkota  
Ilkka A. Ronkainen  
Michael H. Moffett  
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## ABOUT THE AUTHORS

Michael R. Czinkota is on the faculty of marketing and international business of the Graduate School and the Robert Emmett McDonough School of Business at Georgetown University. He has held professorial appointments at universities in Asia, Australia, Europe, and the Americas.

Dr. Czinkota served in the U.S. government as Deputy Assistant Secretary of Commerce. He also served as head of the U.S. Delegation to the OECD Industry Committee in Paris and as senior trade advisor for Export Controls.

Dr. Czinkota's background includes eight years of private sector business experience as a partner in an export-import firm and in an advertising agency. His research has been supported by the National Science Foundation, the National Commission of Jobs and Small Business, the Organization of American States, and the U.S. government. Dr. Czinkota is often asked to testify before Congress, and is a sought-after speaker for businesses. He was listed as one of the three most published contributors to international business research in the *Journal of International Business Studies* and has written several books including *Best Practices in International Business* (South-Western) and *Mastering Global Markets* (South-Western). He is also the author of the *STAT-USA/Internet Companion to International Business*, an official publication of the U.S. Department of Commerce.

Dr. Czinkota serves on the Global Advisory Board of the American Marketing Association. For his work in international business and trade policy, he was named a Distinguished Fellow of the Academy of Marketing Science and a Fellow of the Chartered Institute of Marketing in the United Kingdom. He has also been awarded honorary degrees from the Universidad Pontificia Madre y Maestra in the Dominican Republic and the Universidad del Pacifico in Lima, Peru.

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

Dr. Czinkota was born and raised in Germany and educated in Austria, Scotland, Spain, and the United States. He studied law and business administration at the University of Erlangen-Nürnberg and was awarded a two-year Fulbright Scholarship.

He holds an MBA in international business and a Ph.D. in logistics from Ohio State University.

