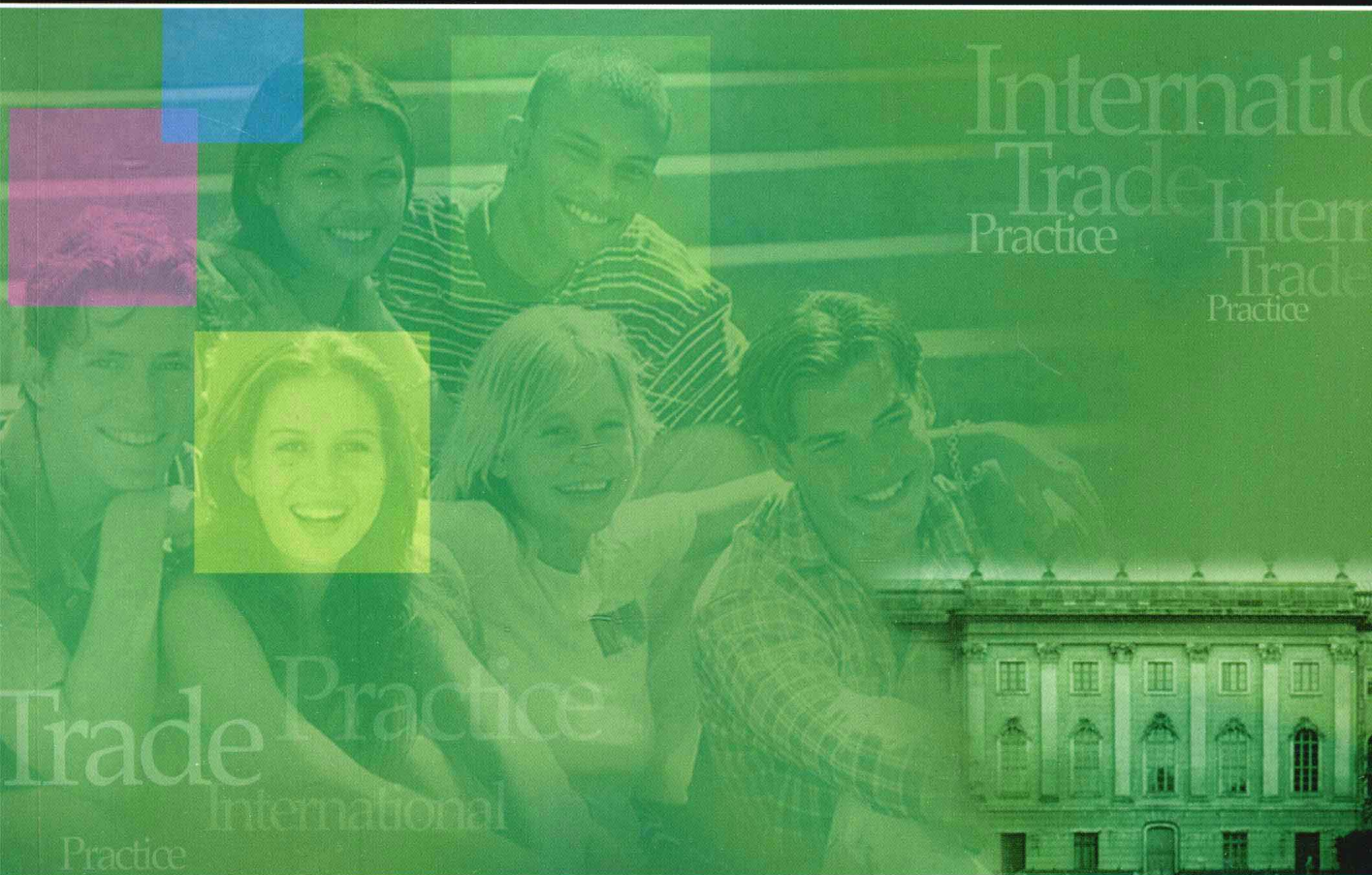




新基点 全国高等院校商务英语专业本科系列规划教材·商务知识子系列

NEW BENCHMARK

国际商务环境(英文版)



窦卫霖 主编

International Business Environment



对外经济贸易大学出版社

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新基点 (NEW BENCHMARK) 全国高等院校商务英语专业本科系列规划教材由对外经济贸易大学出版社联合对外经济贸易大学、广东外语外贸大学、上海对外贸易学院、东北财经大学、上海财经大学等学校的骨干教授编写而成。

2007 年国家教育部批准设立了商务英语本科专业。为促进商务英语学科建设,适应教学改革和创新的需要,对外经济贸易大学出版社特组织编写了“新基点”系列教材。本系列教材体现商务英语专业最新教学特点和要求,是面向二十一世纪的一套全新的立体化商务英语教材,主要适用于全国各高等院校商务英语专业本科学生。

本系列教材旨在培养具有扎实的英语基本功,掌握国际商务基础理论和知识,具备较高的人文素养,善于跨文化交流与沟通,能适应经济全球化,具备国际竞争力的复合型英语人才。共由语言技能、商务知识、人文素养三个子系列组成。

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上述的每套子系列教材都自成体系,合在一起又形成了有机的整体。本套教材不是封闭的,而是随着教学模式、课程设置的和课时的变化,不断推出新的教材。对外经济贸易大学出版社旨在广泛调动社会智力资源,与时俱进、推陈出新,推出一套适合新兴商务英语专业本科学生的系列教材。

编撰者们不仅具有丰富的语言教学经验,而且获得工商管理、经济学等商科专业的硕士、博士学位,具备商务活动的实践经验。他们集教学经验和专业背景于一身,这正是本套商务英语系列教材编撰质量的有力保证。

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前言

随着经济全球化和一体化的深入推进,许多公司把海外扩张作为新时期的发展战略。于是,国际贸易的往来不断增加,贸易环境也不断在改变。加入 WTO 后,我国以史无前例的速度融入经济全球化浪潮。越来越频繁的国际商务活动,对商务人员提出了更高的要求,其中最重要的就是对国际商务环境的深刻了解。因为国际商务活动与国内商务活动的根本区别就在于国际、国内商务环境的不同,各个国家的政策、经济、法规及社会文化习俗的不同。要顺利地进行国际贸易往来,商务人员迫切需要全面了解现行国际经济秩序下的国际商务环境。

本书的立足点在于为从事国际商务活动的人士提供具有实用价值的商务环境指南,其内容涵盖了国际商务活动所面临的最重要的环境因素。全书共分十一章,具体内容安排如下:前三章为概论篇。第一章为背景介绍,概述国际商务活动的基本概念和特点;第二章论述国际商务企业的外部环境;第三章论述其内部环境。第四至第十章为分析篇,分别分析国际商务环境的各个主要方面。第四章介绍国际商务所面临的政治环境,第五章国际商务所面临的经济环境;第六章国际商务所面临的文化环境;第七章国际商务所面临的社会环境;第八章国际商务所面临的法律环境;第九章国际商务所面临的伦理环境;第十章国际商务所面临的技术环境。最后一章为总结篇,阐述国际全球化对国际商务环境的影响,以及环境的变化对国际商务人员的挑战。

本教材希望体现如下特点:一是在内容上力图将国际商务环境理论与实践相结合,以真实生动的国际商务案例说明理论;力图将国际商务环境与中国的国内商务环境相结合,把中国商务活动放到国际商务大环境的背景之下进行分析。二是在教学理念上强调师生的互动,注重提高学习者分析问题、解决问题的能力。每个章节都围绕一个主题精心安排了一系列讨论和辩论问题,并配备了多种形式的练习供师生之间、学生之间讨论交流。三是在编写体例上,力图更便于学习者学习,更能体现国际教材编写的发展趋势,如:考虑到本学科内容覆盖面广的特点,每章节都首先提出学习目标,以帮助学生掌握学习重点。为了帮助学生提纲挈领地掌握各章的内容,文本后面给出了主要内容概括和重点术语及其中文译文;为了帮助自学或自测所学内容,每章练习中有多种形式的练习题;为了拓展读者的阅读范围和视野,每章最后都提供了参考阅读书目和相关网站,还补充了许多与主题有关的小文件夹。

本书对国际商务环境进行系统性的介绍，选材新颖，范围广泛，内容丰富，形式活泼，练习多样，特别适合作为本科生或研究生的国际商务英语教材，适用于 MBA 学习，也是管理和经济学科硕士生、涉及国际经贸的政府机构人员以及相关研究人员的参考书。

本书另配有电子教案和练习参考答案，授课老师可查看书后的“赠送课件说明”，以便获取。

作者在编写过程中参考了很多国外最新的相关书籍，借此机会谨向诸位作者表示敬意和感谢。卓金玉、姜贻娴和王双参与了本书的编写工作，在此也一并表示谢意。限于本人的学识水平，书中一定还有不少错误或不尽如人意之处，希望本教材的使用者提出批评和建议，以便不断改进。

窦卫霖

2009 年 3 月于对外经济贸易大学

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Chapter One

1

Background for International Business: An Overview

在当今的全球化背景下,越来越多的企业跨越国门,走向世界,活跃在国际商务的舞台上。在美国,穿着印有“made in China”标志服装的人随处可见,肯德基、必胜客在中国大受欢迎,泰国、越南的大米远销欧洲,澳大利亚人手上的钻石也许来自非洲……形形色色的跨国企业通过他们的商务活动,把世界更加紧密地联系在了一起。对于国际商务活动的参与者来说,了解国际商务的发展历程,探究国际商务活动的内在规律,认识影响国际商务活动的各种因素,是成功领导企业在国际竞争中保持优势的必要条件,对企业的发展具有积极的意义。

Learning objectives

Having read this chapter you should be able to:

- ☐ outline the main activities involved in international business
- ☐ indicate the significance of international business for individuals, firms, and countries
- ☐ identify the advantages and disadvantages of the main international market entry strategies
- ☐ discuss the reasons why firms go international

Text

Get Familiar with International Business

■ Introduction

It is hard to imagine a world without international business. Everything that is consumed, everything that is produced, and every financial activity engaged in is affected by international business. Virtually every nation, from the smallest to the largest, has business firms engaged in various types of international business activity. It is through these activities that nations enjoy the benefits of international business by trading in a great variety of goods and services produced around the world and made available locally. An inspection of the local supermarket shelves will reveal a rich variety of imported goods ranging from exotic fruits and vegetables, wines, and cheeses to kitchen utensils and other paraphernalia.

International business is claimed to be as old as the history of mankind itself. Even at the most tribal level, communities found it in their interest to trade, albeit in a very primitive manner and involving the exchange of simple objects mostly for immediate consumption. Citing from the writings of the ancient Greek historian gives the interesting example of “silent trade” in which “deliverers would leave objects in a clearing and then hide. Others would come along and leave articles in exchange for what they took.” Historically, trade was in the form of **barter** involving the exchange of articles in kind and undertaken as much for social as for economic reason.

Even though modern trade is conducted in far more advanced forms and for more complex reasons than ever before, the basic human need for trade remains the same. However, unlike ancient times during which trade was devised and undertaken by communities for the benefit of the communities themselves, over 90 percent of modern trade is undertaken by private firms in pursuit of their own aims and objectives.

The growth of modern trade coincided, to a large extent, with the emergence of the modern nation state and with the consequent formation of national borders. The clear recognition and appreciation of the mutual benefits of **free trade** (trade without barriers and based on the principle of **comparative advantage**) provided sufficient incentives for nation states to seek greater opportunities in each others' domestic markets and thus to increase the **volume of trade** among themselves. Such mutual benefits have been largely responsible for

the growth of alliances and **regional integration** around the world, as evidenced by the establishment of a considerable number of **trading areas**, such as the **European Union (EU)** and North American Free Trade Agreement (**NAFTA**). Over the years, nations have helped to promote trade and international business activities by attempting to create suitable business and investment environments within their borders, not only out of political and strategic necessity but also out of a desire to attract business and foreign investment, often in competition with other nations. For example, the recent spate of liberalization, deregulation, and privatization programmes by governments around the world, in particular by those of the former Soviet republics and Eastern Europe, have given special impetus to the growth of **foreign direct investment (FDI)**.

■ International business defined

International business is any business activity organized and carried out across national borders by business firms in pursuit of their stated aims and objectives. Some international business activities are still being conducted by governments, albeit on an increasingly smaller scale, often in pursuit of political and strategic aims and objectives. However, an overwhelming proportion of international business activities is undertaken by private firms.

International business activities fall into two broad categories: international trade and international investment. International trade takes place when a firm engages in **export** and/or **import** of goods and services. International investment takes place when a firm transfers resources to undertake business activities outside its country of origin. The firm's investment activities are carried out in various forms, ranging from investment by its wholly owned subsidiary or in **partnership** with a local business firm in the form of a **joint venture**, to a licensed or franchised operation, or a **turnkey project**.

Within the context of these two broad categories of business activity, it is useful to consider international business as an extension of domestic business to other countries. Even the largest multinational enterprises (MNEs) can trace their beginnings to domestic business ventures which, over time, outgrew their domestic market and required their managers to seek business opportunities in other countries.

■ The importance of international business

In recent years, international business has acquired additional importance for **host countries** in particular and world economies in general as a result of developments in the

following areas:

➤ Technology

Technological developments are transmitted to every corner of the earth through the practice of international business. This transmission is not only in the form of products and services used every day, but also in the form of modern management, production, marketing, and logistics systems employed by domestic as well as international firms. And thanks to the dramatic developments in communication and information technology, the benefits of such transmission are shared worldwide. These technological spin-offs are often shared with local partners, suppliers, and educational and training institutions, saving the host country the research and development costs.

➤ Competition

Except in the case of **acquisition** entry, the arrival of an international business in the host country, either in partnership with a local firm or on its own, may stimulate domestic competition and lead to increased entrepreneurial challenges, especially in the developing countries. International firms with superior worldwide experience, knowledge, technology, and other relevant resources have the ability to offer goods and services often at lower prices and higher quality. In the short run, domestic firms which cannot compete effectively may be forced to leave the industry. In the long run, however, economies of scale, growth in investment and research and development will result in more efficient techniques in production, management, and marketing.

➤ Standardization

One of the major difficulties facing firms, especially in the developing countries, is the lack of universal standards in their basic functions such as marketing, and, more importantly, in the design and specification of their products. Standardization refers to the adoption of norms and practices generally acceptable in world markets. In short cases, the result is one standard product sold throughout the world using similar selling techniques. Most of these standards originate in the USA and Western Europe and are often used by international business firms as benchmarks in their global business strategies. Common standards enable easier and more effective comparisons to be made by consumers and other interested parties (health and safety authorities, for example).

National and regional differences in consumer tastes, preferences, and interests and in patterns of market demand have diminished as a consequence of advances in technology, telecommunication, transport, and advertising. This has made product standardization an

easier option. A further stimulus for greater standardization is provided by the increasing attempts of nation states to integrate their economies and promote the joint prosperity of their citizens. The creation of the European single market is one of the most significant and exciting examples of such attempts. With an enlarged market of over 370 million inhabitants, the European single market offers limitless opportunities and challenges to international firms within and outside the European Union (EU) to market their products with similar characteristics and specifications.

➤ The business environment

A business firm operates within its internal and external environment. The internal environment is one over which the firm has considerable control; the firm determines its own internal environmental factors by specifying its corporate mission, organizational structure, recruitment policy, and its relationship with suppliers. The external environment is one over which the firm has little or no control; what little control the firm may have is usually the consequence of its market power or collective action by a representative body such as the Confederation of British Industries (CBI) in Britain. The firm must, therefore, conform to its external environmental factors, whether they be national, international, or global, or suffer the consequences of its failure to do so. For example, changes in health and safety regulations, trade policies, and the legal environment are unavoidable. Nike, one of the world's biggest manufacturers of sports and leisure wear, was forced into cancelling its licensing agreement with one of its Asian licensees suspected of employing child labor.

With the increasing internationalization of business activities, the methods of dealing with internal and external environmental factors tend to become more standardized. The main reason for this development is that domestic firms aspiring to expand internationally often emulate existing international firms in adapting to environmental changes. In other words, international business acts as a conduit for successful business policies and techniques for domestic firms to adopt as a preparation for going international. For example, many US and European firms have adopted Japanese management such as quality circles, the just-in-time system (JIT), and total quality management (TQM) in order to remain competitive in their own as well as in international markets.

➤ The political impact of international business

Governments play an important role in the development and promotion of international business activities. They provide a great variety of financial and nonfinancial incentives to attract FDI into their countries, often in competition with their neighbours. The increasing