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高等学校经济类双语教学推荐教材

*ECONOMICS
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经济学经典教材·国际贸易系列

Classics

国际商务

International

(英文版)

Business

J·迈克尔·格林格 (J. Michael Geringer)

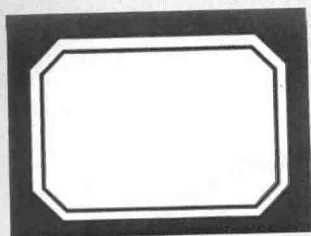
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出版说明

入世十年，我国已完全融入到经济全球化的浪潮中。党的十六大确立了“引进来，走出去”的发展战略，使得“国际化”复合型人才的需求不断增加。这就对我国一般本科院校多年来所采取的单一语言（母语）教学提出了严峻挑战，经济类专业双语教学改革迫在眉睫。

为配合高校经济类专业双语教学改革，中国人民大学出版社携手培生、麦格劳－希尔、圣智等众多国际知名出版公司，倾情打造了该套“经济类双语系列教材”，本套教材包括：经济管理类专业开设的核心课程、经济学专业开设的主干课程以及财政金融专业和国际贸易专业的主要课程。所选教材均为国外最优秀的本科层次经济类教材。

我们在组织、引进和出版该系列教材的过程中，严把质量关。聘请国内著名经济学家、学者以及一线授课教师审核国外原版教材，广泛听取意见，努力做到把国外真正高水平的适合国内实际教学需求的优秀教材引进来，供国内广大师生参考、研究和学习。

本系列教材主要有以下特点：

第一，教材体系设计完整。本系列教材全部为国外知名出版公司的优秀教材，涵盖了经济类专业的所有主要课程。

第二，保持英文原版教材特色。本系列教材依据国内实际教学需要以及广泛的适应性，部分对原版教材进行了全文影印，部分在保持原版教材体系结构和内容特色的基础上进行了适当删减。

第三，内容紧扣学科前沿。本系列教材在原著选择上紧扣国外教学前沿，基本上都是国外最流行教材的最新版本。

第四，篇幅合理、价格适中。本系列教材一方面在内容和篇幅上很好地适应了国内双语教学的实际需要，另一方面，低定价策略又避免了国外原版图书高额的学习费用。

第五，提供强大的教学支持。依托国外知名出版公司的资源，本系列教材为教师提供丰富的配套教辅资源，如教师手册、PPT 课堂演示文稿、试题库等，并配套有内容丰富的网络资源，使教学更为便利。

本系列教材既适合高等院校经济类专业的本科教学使用，也适合从事经济类工作和研究的广大从业者阅读和学习。我们在选书、改编过程中虽然全面听取了专家、学者和教师的意见，努力做到满足广大读者的需求，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，我们真诚希望广大读者提出宝贵意见和建议，以便我们在以后的版本中不断改进和完善。

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coming up

The world we share is becoming increasingly interconnected in complex and interesting ways. Section One describes the nature and scope of international business and introduces the three environments in which international business managers must operate. How well they perform in their undertakings depends in great measure on their understanding of domestic, international, and foreign environments.

Chapter 1 discusses what international business is and also presents the concepts of the three environments and their forces. From the history of international business, we learn that international firms have been in existence for centuries, but that present-day global companies—characterized by explosive growth and closer central control of foreign operations—are markedly different from their predecessors. We discuss what is driving globalization of business and why firms go abroad, and examine the debate about pros and cons of globalization of business. We also examine the seven dimensions along which managers can globalize if they take their companies international.

In Chapter 2, information is presented to help you comprehend the dynamic growth and the magnitude of both international trade and foreign investment. We also provide an overview of the major theories of international trade and investment. A basic understanding of this material will help explain the actions already taken by managers and by government officials and provide insight into what they plan to do in the future.

Chapter 3 discusses institutions that operate in the international environment and that may affect international businesses in fundamental ways. International institutions can be both a help and a hindrance to businesses, and the international institutions and agreements discussed in this chapter are organizations of governments, along with some private organizations, whose main purpose is political, economic, or a combination of the two. Some of these organizations have large amounts of power (such as the European Union), and others have less power, but all are important to business. ■

THE NATURE OF INTERNATIONAL BUSINESS

section one

THE NATURE OF INTERNATIONAL BUSINESS

ch. 1 The Challenging World of International Business

ch. 2 International Trade and Investment

ch. 3 International Institutions from an International Business Perspective

section two

INTERNATIONAL ENVIRONMENTAL FORCES

section three

THE ORGANIZATIONAL ENVIRONMENT

the challenging world of international business

To think about how you are involved in the global economy, think back to how you began your own day. After you awoke, you may have looked at your Casio watch for the time, checked your Samsung cell phone for messages, and turned on your Toshiba TV for the news and weather while you showered. After drying your hair with a Conair dryer, maybe you slipped into some Diesel jeans, quickly swallowed some Dannon yogurt and a glass of Mott's apple juice, brushed your teeth with Close-Up toothpaste, and drove off to class in your Honda with its Firestone tires and a tank full of Shell gasoline. Meanwhile, on the other side of the world, a group of Nike-clad Japanese students may be turning off their H-P computers after watching videos on YouTube.com and debating whether they should stop for hamburgers and Cokes at McDonald's or coffee at Starbucks. As they leave, they place their books and other materials into their

JanSport backpacks, put on their North Face jackets and Oakley sunglasses, and turn on their iPods.

LEARNING OBJECTIVES

After reading this chapter, you should be able to:

- L01 Understand** what international business is and why it is important.
- L02 Comprehend** why and how international business differs from domestic business.
- L03 Appreciate** that international business has a long and important history in the world's development.
- L04 Appreciate** the dramatic internationalization of markets.
- L05 Understand** the five kinds of drivers, all based on change, that are leading firms to internationalize their operations.
- L06 Recognize** the key arguments for and against the globalization of business.
- L07 Explain** the reasons for entering foreign markets.
- L08 Recognize** that globalization of an international firm occurs over at least seven dimensions and that a company can be partially global in some dimensions and completely global in others.

international business A business whose activities are carried out across national borders

foreign business The operations of a company outside its home or domestic market

multidomestic company (MDC) An organization with multicountry affiliates, each of which formulates its own business strategy based on perceived market differences

global company (GC) An organization that attempts to standardize and integrate operations worldwide in all functional areas

international company (IC) Either a global or a multidomestic company

What do you and the Japanese students have in common? You are all consuming products made by *foreign-owned companies*. This is international business.

All that you have read so far points to one salient fact: *all managers need to have a basic knowledge of international business to be able to meet the challenge of global competition*. Acquiring this knowledge consists, in part, of learning the special terminology of international business, an important function, as you already know, of every introductory course. To assist you in learning the international business “language,” we’ve included a glossary at the end of the book and listed the most important terms at the end of each chapter. They also appear in bold print where they are first used in the text, with their definitions in the margin.

L01 Understand what international business is and why it is important.

WHAT IS INTERNATIONAL BUSINESS?

Because international business is a relatively new discipline and is extremely dynamic, you will find that the definitions of a number of terms vary among users. To avoid confusion due to the range of different definitions of terms in international business, in this text we will employ the definitions listed below, which are generally accepted by managers:

1. **International business** is business whose activities are carried out across national borders. This definition includes not only international trade and foreign manufacturing but also the growing service industry in areas such as transportation, tourism, advertising, construction, retailing, wholesaling, and mass communications.
2. **Foreign business** denotes the operations of a company outside its home or domestic market; many refer to this as business conducted within a foreign country. This term sometimes is used interchangeably with *international business* by some writers, although that will not be the practice in this book.
3. A **multidomestic company (MDC)** is an organization with multicountry affiliates, each of which formulates its own business strategy based on perceived market differences.
4. A **global company (GC)** is an organization that attempts to standardize and integrate operations worldwide in most or all functional areas.

5. An **international company (IC)** is a global or multidomestic company.

Although we primarily use the terms *global*, *multidomestic*, and *international* firms or companies, at times we may use *multinational enterprise (MNE)* or *multinational company (MNC)* interchangeably with *international company (IC)*, inasmuch as both terms are employed in the literature and in practice.

Although you may find those who consider *multinational corporation* to be synonymous with *multinational enterprise* and *transnational corporation*,¹ the United Nations and the governments of many developing nations use *transnational* instead of *multinational* to describe any firm doing business in more than one country. The specialized agency, the United Nations Conference on Trade and Development (UNCTAD), for example, employs the following definition: “A transnational corporation is generally regarded as an enterprise comprising entities in more than one country which operate under a system of decision making that permits coherent policies and a common strategy. The entities are so linked, by ownership or otherwise, that one or more of them may be able to exercise a significant influence over the others and, in particular, to share knowledge, resources and responsibilities with the others.”² More recently, some academic writers have employed the term *transnational* for a company that combines the characteristics of global and multinational firms: (1) trying to achieve economies of scale through global integration of its functional areas and at the same time (2) being highly responsive to different local environments (a newer name is *multicultural multinational*).³

L02 Comprehend why and how international business differs from domestic business.

WHAT IS DIFFERENT ABOUT INTERNATIONAL BUSINESS?

International business differs from domestic business in that a firm operating across borders must deal with the forces of three kinds of environments—domestic, foreign, and international. In contrast, a firm whose business activities are carried out within the borders of one country needs to be concerned essentially with only the domestic environment. However, no domestic firm is entirely free from foreign or international