



DEVELOPING MAJORS TAUGHT IN ENGLISH ONLY  
国际经济与贸易全英文系列教材

# 国际商务：案例、阅读材料和练习集

INTERNATIONAL BUSINESS: CASES, READING MATERIALS AND EXERCISES

王佳芥 编 著



西南财经大学出版社

中国·成都



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王佳芥 编著

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# 编者简介

王佳芥，女，西南财经大学国际商学院教师，比利时安特卫普大学管理学院国际管理硕士，德国政府奖学金——德国国际发展基金（Deutsche Stiftung für internationale Entwicklung, DSE）获得者。熟悉国际商务运营和资本运作，有丰富的国际商务和国际投融资的实战工作经验。成都市商务局外贸专家顾问。独立编写出版教材《国际商务：结合中国企业案例的分析》（58万字），中国市场出版社，2010；独立编写全英文教辅《国际商务：案例、阅读材料和练习集》（22.5万字），西南财经大学出版社，2016；第一主译《市场调研》（43万字），中国市场出版社，2009；主译《游击营销》（40万字），上海人民出版社，2010。四川省教育厅“高等教育本科课程体系改革——国际经济与贸易专业”省级课题负责人；西南财大全英文校级教改项目负责人；西南财大在线公开课程（慕课 MOOCs）在线主讲。

and publish some other non-graduate courses, develop a faculty who have a broad of international philosophy, master of foreign teaching methods, high-level teaching skills and research ability with the English language ability suitable for international education, contributing to our country to establish a series of top-quality courses taught in English and related to international standards, upgrade the learning quality of overseas students at SWUFE, and simultaneously raise the level of SWUFE internationalization of education. Also in 2016, the bilingual textbook *International and Trade Law of the School of International Business* (Wang Jiajie et al., 2016) was chosen as the first batch for the national "13th Five-Year Plan" project.

In part of English textbook research for graduate and postgraduate students, I am the author of English textbooks of International Economics and Trade Law, published in 2016. This series aims to solve other bottleneck problems of the construction of the International Economics and Trade major taught in English only. First, English textbooks are unavailable for only special topics, especially with Chinese characteristics, e.g. *International Finance* (Wang Jiajie, 2016), because the majority of acquired English textbooks fail to meet with the specific needs of teaching advanced financial and economics and trade subjects, for instance, *China Culture* (Wang Jiajie et al., 2016). Third, acquired foreign textbooks neither provide cases of Chinese enterprises, nor analyze internationalization experience and strategies from a Chinese enterprise perspective. For instance, the popular textbook *International Business* is short of cases related to the cases of



# GENERAL PREFACE

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China is currently endeavoring to move from a large trading power to a mighty one, and China's positive interaction between inward foreign direct investment (IFDI) and outward foreign direct investment (OFDI) gains momentum. The central government strategy of "One Belt, One Road" and "Mass Innovation and Entrepreneurship" provides China's foreign trade enterprises with a golden development opportunity, increases demand for international trade & business professionals who have social responsibility and are initiative, innovative, and international inter-disciplinary talents, and requires new and higher-quality standards for talent training in international trade speciality.

In order to implement the internationalization strategy of SWUFE, enhance the efficiency of internationalization of education, upgrade the level of education, and foster globally competitive talents, SWUFE launched a project of "Developing Majors Taught in English Only" in 2014. The project aims to reform the mode of latent training, cultivate initiative, innovative, and globally-competitive inter-disciplinary talents; develop a faculty who have advanced educational philosophy, state-of-the-art teaching methods, high-level teaching skills and teach courses with the English language only; establish an international educational curriculum system, gradually construct a series of high-quality courses taught in English only and geared to international standards; upgrade the training quality of overseas students at SWUFE; and comprehensively raise the level of SWUFE's internationalization of education. Also in 2014, the International Economics and Trade major of the School of International Business (SIB) was chosen among the first batch for the construction of the "majors taught in English only".

As part of English textbook construction project for "majors taught in English only", a series of English textbooks of International Economics and Trade major was launched in 2014. This series aims to solve three bottleneck problems of the construction of the International Economics and Trade major taught in English only. First, English textbooks are unavailable for some special degree courses with Chinese characteristics, e. g. *Introduction to China's Foreign Trade*. Second, many contents of imported English textbooks fail to meet with the requirements of training Chinese international economics and trade talents, for instance, *Trans-Culture Communication*. Third, imported foreign textbooks neither provide cases of Chinese enterprises, nor analyze internationalization experiences and strategies from a Chinese enterprise perspective. For instance, the popular textbook *International Business* is short of cases suitable for training

# GENERAL PREFACE

Chinese foreign economics and trade talents. As a response, in 2014, SIB launched 3 English textbooks *Introduction to China's Foreign Trade*, *Trans-Culture Communication*, *English for Finance and Economics Discipline*, and 1 complimentary English workbook *International Business: Cases, Reading Materials and Exercises*.

We hope this series of English textbooks assists the construction of English textbooks and workbooks for China's training international economics and trade talents. The series will also help foster the international trade & business talents with scientific attitude, humanistic quality, speciality skills and international orientation. With the deepening of "Developing Majors Taught in English Only", we will expand our series of international economics and trade textbooks in English.

In order to implement the internationalization strategy of SWUFE, enhance the efficiency of internationalization of education, upgrade the level of education, and foster globally competitive talents, SWUFE launched a project of "Developing Majors Taught in English Only" in 2014. The project aims to reform the mode of talent training, cultivate initiative, innovative, and globally-competitive interdisciplinary talents; develop a faculty who have advanced educational philosophy, state-of-the-art teaching methods, high-level teaching skills and teach courses with the English language only; establish an international educational curriculum system, gradually form a series of high-quality courses taught in English only and expand to international standards; upgrade the training quality of overseas students at SWUFE; and comprehensively raise the level of SWUFE's internationalization of education. Also in 2014, the International Economics and Trade major of the School of International Business (SIB) was chosen among the first batch for the construction of the "majors taught in English only".

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# PREFACE

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International Business is quite a complex operation, involving an understanding of both the theoretical aspect and practical aspect. International Business comprises all commercial transactions (private and governmental, sales, investments, logistics, and transportation) that take place between two or more regions, countries and nations beyond their political boundaries. Usually, private companies undertake such transactions for profit; governments undertake them for profit and for political reasons. It refers to all those business activities which involve cross border transactions of goods, services, resources between two or more nations. Transaction of economic resources include capital, skills, people etc. for international production of physical goods and services such as finance, banking, insurance, construction etc.

Areas of study within this topic include differences in legal systems, political systems, economic policy, language, accounting standards, labor standards, living standards, environmental standards, local culture, corporate culture, foreign exchange market, tariffs, import and export regulations, trade agreements, FPI, FDI, TNCs management and many more topics. Each of these factors requires significant changes in how individual business units operate from one country to the next.

I would like to extend a personal welcome to you. Because the “International Business: Cases, Reading Materials and Exercises” provide a unique and excellent experience of and investigation into international business. In this case-study materials, we have invested hundreds of hours creating a series of dynamic and valuable resources for international business students, international business people and teachers at international business schools. We believe you’ll find this case-study material is an excellent resource for a variety of your global business questions and needs, with particular focus on those topics unique to working in the international business arena.

International Business: Cases, Reading Materials and Exercises offers a well balanced program of cases, reading materials, on-line resources, discussion questions etc., providing a thorough understanding of international business and broader management subjects, which are then applied to the dynamics of an international environment. The program has been designed specifically to equip you with the knowledge, skills and in-filed tactics which you need to pursue a career in an international (or domestic) business setting, whether that means working



# PREFACE

with a large multi-national, a smaller company or even your own business. Teaching on the full-time program involves a combination of formal lectures, group discussions, tutorials, seminars and directed reading.

International business is quite a complex operation, involving an understanding of both the theoretical aspect and practical aspect. International business comprises all commercial transactions (private and governmental, sales, investments, logistics, and transportation) that take place between two or more regions, countries and nations beyond their political boundaries. Usually, private companies undertake such transactions for profit; governments undertake them for political reasons. It refers to all those business activities which involve cross-border transactions of goods, services, resources between two or more nations. Transaction of economic resources include capital, skills, people etc. In international production of physical goods and services such as finance, banking, insurance, construction etc.

Areas of study within this topic include differences in legal systems, political systems, economic policy, language, currency standards, labor standards, living standards, customs, capital standards, local culture, corporate culture, foreign exchange market, tariffs, import and export regulations, trade agreements, FDI, FTA, TWG's management and many more topics. Each of these factors requires significant changes in how individual business units operate from one country to the next.

I would like to extend a personal welcome to you. Because the "International Business" course, "Reading Materials and Exercises" provide a unique and excellent experience of and investigation into international business. In this case-study materials, we have provided hundreds of hours creating a series of dynamic and valuable resources for international business students. International business people and teachers at international business schools. We believe you will find this case-study material is an excellent resource for a variety of your global business practices and needs, with particular focus on those topics unique to working in the international business arena.

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PART ONE  
Amazing Introduction  
and Overview



# CHAPTER 1

## Amazing Introduction and Globalization

At the end of this chapter, you should be able to:

- Understand the amazing and challenges of international business;
- Understand the subject, the object, the scope of international business (5W);
- Understand the dual environmental pressures of international business;
- The term of globalization, its main driving forces and its pros and cons.
- The term of localization.

INTERNATIONAL BUSINESS focuses on International & Business. INTERNATIONAL concerned with Across Borders, which implies the subject and the object are quite different from domestic business. International business, Multinational, Transnational, Globalization, Multi domestic, Worldwide, and the Global Marketplace, these are the terms you deal with daily. In fact, the subject of international business are TNCs (Transnational Corporations) from worldwide (which implies international businesspersons are from different cultures, with not only different skin colors, but also different mentalities and behaviors). While the business geography covers 194 sovereignty states and regions. What's more, the main business modes of international business are far more complicated and diversified than domestic business, international business covers export/import, FDI/OFDI (foreign direct investment), FPI (foreign portfolio investment) and global foreign exchange market and capital market investment), global enterprises and business management. Meanwhile, Business is in fact a smokeless worldwide war, where the law of jungle dominates. All business types and activities are most complicated and demand professional skills and talents. We know international business success requires more business acumen than managing a domestic enterprise. You not only deal with traditional business functions and values, but also work from a global perspective that adds politics, culture, monetary variables, time, and distance to the international business management equation. That is why international businessperson are most-talented people from worldwide and just as Philip R. Cateora (international business lecturing tycoon) pointed out:

“The successful international businesspeople possesses the best qualities of the anthropologist, psychologist, diplomat, lawyer, Prophet and businessperson.”

In this case-study materials of International Business, we have invested hundreds of hours creating a series of dynamic and valuable resources for international business students, international business people and teachers and professors at international business schools. We believe