

1. Record Nr.	UNINA9910150227603321
Autore	Griffin Ricky W
Titolo	International Business
Pubbl/distr/stampa	[Place of publication not identified], : Pearson Education Limited, 2012
ISBN	0-273-76588-4
Edizione	[7th ed.]
Descrizione fisica	1 online resource (599 pages)
Soggetti	Management Business & Economics Management Styles & Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Cover -- Contents -- Maps -- Preface -- Acknowledgments -- About the Authors -- PART 1 The World's Marketplaces -- Chapter 1 An Overview of International Business -- The Business of the Olympics -- What Is International Business? -- Why Study International Business? -- BRINGING THE WORLD INTO FOCUS: A Rose by Any Other Name ... -- International Business Activities -- Exporting and Importing -- BRINGING THE WORLD INTO FOCUS: The Early Era of International Business -- International Investments -- Other Forms of International Business Activity -- The Era of Globalization -- The Contemporary Causes of Globalization -- Strategic Imperatives -- The Environmental Causes of Globalization -- VENTURING ABROAD: Abu Dhabi and British Football -- Globalization and Emerging Markets -- An Overview of the Contents of This Book -- Chapter Review -- Summary -- Questions for Discussion -- Building Global Skills -- CLOSING CASE: Demography Is Destiny -- Endnotes -- Chapter 2 Global Marketplaces and Business Centers -- Trade Is Blossoming -- The Marketplaces of North America -- The United States -- Canada -- EMERGING OPPORTUNITIES: Classifying Countries by Income Levels -- Mexico -- Central America and the Caribbean -- The Marketplaces of Western Europe -- The Marketplaces of Eastern Europe and Central Asia -- The Marketplaces of Asia -- Japan -- Australia and New Zealand -- The Four Tigers -- China -- India -- Southeast Asian Countries -- The Marketplaces of

Africa and the Middle East -- Africa -- Middle East -- The Marketplaces of South America -- VENTURING ABROAD: The New Player in Global Capital Markets: Sovereign Wealth Funds -- VENTURING ABROAD: Connecting Global Marketplaces: DHL Express -- Chapter Review -- Summary -- Questions for Discussion -- Building Global Skills -- CLOSING CASE: China's Quest for Natural Resources -- Endnotes.

Chapter 3 Legal, Technological, Accounting, and Political Environments -- Harry Potter Goes to China -- The Legal Environment -- Differences in Legal Systems -- E-WORLD: Law and the Internet -- Domestically Oriented Laws -- Laws Directly Affecting International Business Transactions -- Laws Directed Against Foreign Firms -- The Impacts of MNCs on Host Countries -- Dispute Resolution in International Business -- The Technological Environment -- BRINGING THE WORLD INTO FOCUS: The Real Problem with Counterfeiting -- The Accounting Environment -- The Roots of National Differences -- Differences in Accounting Practices -- BRINGING THE WORLD INTO FOCUS: The Sarbanes-Oxley Act -- Impact on Capital Markets -- The Political Environment -- Political Risk -- EMERGING OPPORTUNITIES: Piracy on the High Seas -- Chapter Review -- Summary -- Questions for Discussion -- Building Global Skills -- CLOSING CASE: Risky Business in Venezuela -- Endnotes -- Chapter 4 The Role of Culture -- Bollywood Abroad -- Characteristics of Culture -- E-WORLD: The Internet, National Competitiveness, and Culture -- Elements of Culture -- Social Structure -- BRINGING THE WORLD INTO FOCUS: The Impact of Japanese Culture on Business -- Language -- Communication -- Religion -- BRINGING THE WORLD INTO FOCUS: Islamic Finance -- Values and Attitudes -- Seeing the Forest, Not the Trees -- Hall's Low-Context-High-Context Approach -- The Cultural Cluster Approach -- Hofstede's Five Dimensions -- Social Orientation -- Power Orientation -- Uncertainty Orientation -- Goal Orientation -- Time Orientation -- International Management and Cultural Differences -- Understanding New Cultures -- Chapter Review -- Summary -- Questions for Discussion -- Building Global Skills -- CLOSING CASE: Quacking Up a Storm of Business -- Endnotes -- Chapter 5 Ethics and Social Responsibility in International Business.

BP: Safety First or Profits First? -- The Nature of Ethics and Social Responsibility in International Business -- Ethics in Cross-Cultural and International Contexts -- How an Organization Treats Its Employees -- How Employees Treat the Organization -- How Employees and the Organization Treat Other Economic Agents -- Managing Ethical Behavior Across Borders -- Guidelines and Codes of Ethics -- Ethics Training -- Organizational Practices and the Corporate Culture -- Social Responsibility in Cross-Cultural and International Contexts -- VENTURING ABROAD: Siemen Pays-and Pays and Pays -- Areas of Social Responsibility -- Organizational Stakeholders -- The Natural Environment -- General Social Welfare -- Managing Social Responsibility Across Borders -- Approaches to Social Responsibility -- BRINGING THE WORLD INTO FOCUS: Should Firms Practice Corporate Social Responsibility? -- Managing Compliance -- Informal Dimensions of Social Responsibility -- Evaluating Social Responsibility -- Difficulties of Managing CSR Across Borders -- The Anglo-Saxon Approach -- The Asian Approach -- The Continental European Approach -- Regulating International Ethics and Social Responsibility -- EMERGING OPPORTUNITIES: Conflict Diamonds -- Chapter Review -- Summary -- Questions for Discussion -- Building Global Skills -- CLOSING CASE: A Pipeline of Good Intentions -- PART 1: CLOSING CASES: KFC in China -- Endnotes -- PART 2 The International Environment -- Chapter 6 International Trade and Investment -- The

Mittelstand Lead the Way -- International Trade and the World Economy
 -- Classical Country-Based Trade Theories -- Mercantilism -- Absolute
 Advantage -- Comparative Advantage -- Comparative Advantage with
 Money -- BRINGING THE WORLD INTO FOCUS: The Lincoln Fallacy --
 Relative Factor Endowments -- Modern Firm-Based Trade Theories --
 Product Life Cycle Theory.
 Country Similarity Theory -- New Trade Theory -- Porter's Theory of
 National Competitive Advantage -- EMERGING OPPORTUNITIES:
 Multimedia and Oil Clusters -- An Overview of International Investment
 -- Types of International Investments -- The Growth of Foreign Direct
 Investment -- Foreign Direct Investment and the United States --
 International Investment Theories -- Ownership Advantages --
 Internalization Theory -- Dunning's Eclectic Theory -- Factors
 Influencing Foreign Direct Investment -- Supply Factors -- Demand
 Factors -- Political Factors -- VENTURING ABROAD: How Important Is
 the Rule of Law? -- Chapter Review -- Summary -- Questions for
 Discussion -- Building Global Skills -- CLOSING CASE: Twenty-First
 Century Pirates -- Endnotes -- Chapter 7 The International Monetary
 System and the Balance of Payments -- Will the Stars Shine on Astra
 Again? -- History of the International Monetary System -- The Gold
 Standard -- The Collapse of the Gold Standard -- The Bretton Woods
 Era -- The End of the Bretton Woods System -- Performance of the
 International Monetary System Since 1971 -- BRINGING THE WORLD
 INTO FOCUS: Fixed versus Flexible Exchange Rates -- BRINGING THE
 WORLD INTO FOCUS: Should Bretton Woods be Restored? -- The
 Balance of Payments Accounting System -- The Major Components of
 the Balance of Payments Accounting System -- BRINGING THE WORLD
 INTO FOCUS: Ben Franklin, World Traveler -- The U.S. Balance of
 Payments in 2010 -- Defining Balance of Payments Surpluses and
 Deficits -- Chapter Review -- Summary -- Questions for Discussion --
 Building Global Skills -- CLOSING CASE: Recent U.S. BOP Performance:
 Is the Sky Falling? -- Endnotes -- Chapter 8 Foreign Exchange and
 International Financial Markets -- The Loonie Takes Flight -- The
 Economics of Foreign Exchange -- The Structure of the Foreign-
 Exchange Market.
 BRINGING THE WORLD INTO FOCUS: A Brief Hint -- The Role Of Banks
 -- E-WORLD: The Biggest Online Market -- Spot and Forward Markets
 -- Arbitrage and the Currency Market -- BRINGING THE WORLD INTO
 FOCUS: The Big Mac Index -- The International Capital Market --
 VENTURING ABROAD: The Carry Trade -- Major International Banks --
 The Eurocurrency Market -- The International Bond Market -- Global
 Equity Markets -- Offshore Financial Centers -- Chapter Review --
 Summary -- Questions for Discussion -- Building Global Skills --
 CLOSING CASE: Subprime Meltdown, Global Recession -- Endnotes --
 Chapter 9 Formulation of National Trade Policies -- Jumbo Battle over
 Jumbo Jets -- Rationales for Trade Intervention -- Industry-Level
 Arguments -- National Trade Policies -- Barriers to International Trade
 -- Tariffs -- VENTURING ABROAD: Emirates Airline Expansion
 Endeavor: The Case of the Canadian Market -- Nontariff Barriers --
 BRINGING THE WORLD INTO FOCUS: The Fight over Rare Earths --
 Promotion of International Trade -- Subsidies -- Foreign Trade Zones
 -- EMERGING OPPORTUNITIES: Cotton Subsidies and World Poverty --
 Export Financing Programs -- Controlling Unfair Trade Practices --
 Countervailing Duties -- Antidumping Regulations -- Should Countries
 Enforce Their Unfair Trade Practice Laws? -- Safeguards -- Chapter
 Review -- Summary -- Questions for Discussion -- Building Global
 Skills -- CLOSING CASE: Green Energy and Free Trade -- Endnotes --
 Chapter 10 International Cooperation Among Nations -- Trade and

Prosperity: The Case of Mexico -- The General Agreement on Tariffs and Trade and the World Trade Organization -- The Role of the General Agreement on Tariffs and Trade -- BRINGING THE WORLD INTO FOCUS: Most Nations Are Favored -- The World Trade Organization -- Regional Economic Integration -- Forms of Economic Integration. The Impact of Economic Integration on Firms.

Sommario/riassunto

Were you looking for the book with access to MyManagementLab? This product is the book alone, and does NOT come with access to MyManagementLab. Buy International Business Global Edition with MyManagementLab access card 7e (ISBN 9780273765967) if you need access to the MyLab as well, and save money on this brilliant resource. For International Business courses. Successfully prepare students for the international marketplace. International Business illustrates how successful managers must function in a competitive world. Packed with current examples that reflect the vibrancy of the international business field, this student-friendly text offers a managerial approach that keeps an emphasis on skills development, emerging markets and geographical literacy. Need extra support? This title can be supported by MyManagementLab, an online homework and tutorial system which can be used by students for self-directed study or fully integrated into an instructor's course. This product is the book alone, and does NOT come with access to MyManagementLab. You can benefit from MyManagementLab at a reduced price by purchasing a pack containing a copy of the book and an access card for MyManagementLab: International Business Global Edition with MyManagementLab access card (ISBN 9780273765967). Alternatively, buy access online at www.mymanagementlab.com. For educator access, contact your Pearson Account Manager. To find out who your account manager is, visit www.pearsoned.co.uk/replocator.
