

## International Business

Charles A. Rarick Andreas School of Business Barry University



Jpper Saddle River, NJ 07458

## CONTENTS

Preface		vii
About the Aut	hor	viii
Contributors		ix
PART ONE		1
The Environ	ment of International Business	
Case 1	Is Coke Still "It" in the Global Marketplace?	2
Case 2	Where's the Beef?	5
Case 3	Pez Dispensers to Boomerangs	8
Case 4	Whose Harley Is it?	10
Case 5	Ted and Harry's Ice Cream Factory	13
Case 6	A Canadian Mystery	17
Case 7	Rawlings Sporting Goods	19
Exercise 1	Multinational Corporations	25
Exercise 1	Waldhallonal Corporations	25
PART TWO	)	
International Trade Issues		27
Case 8	Sunshine Farms	28
Case 9	Silicon Valley South?	30
Case 10	Chiquita Brands International	33
Exercise 2	NAFTA	36
Exercise 3	Free Trade Area of the Americas	37
Exercise 4	World Trade Organization	40
Exercise 5	Competitive Advantage of Nations	41
PART THR	<b>F</b> F	
		40
The Global N	Aonetary System	43
Case 11	E-Cash	44
Case 12	Trading Pesos for Greenbacks	46
Casel3	Global Trade Blues	48
Case 14	The Mouse That Roared	51
Exercise 6	The Foreign Exchange Market	54
Exercise 7	International Monetary Fund	56
Exercise 8	The World Bank	57
Exercise 9	The Euro	58
Exercise 10	Abolish the IMF?	59
PART FOU	R	
	Strategy and Alliances	62
Case 15	Wal-Mart or Carrefour	63
Case 15 Case 16	Brilliance China Automotive	65
Case 10 Case 17	Diamonds Are a Rebel's Best Friend	68
	tizens Bank of Jamaica	
Case 18 CI		70
Case 19 Case 20	The Toledo Bicycle Company The Great Oklahoma Oil Company	73
Case 20 Case 21	The Great Oklahoma Oil Company Do You DoCoMo?	80
Case 21		80

## PART FIVE

International	Marketing	82
Case 22 Case 23 Case 24 Case 25 Case 26 Case 27 Case 28 Exercise 11	N-e-s-t-1-e-s Taxing the Demon Weed Fine Belgian Chocolates Peeling Like a Banana Tonia Motorbikes Pegasus Footwear Plunge Furniture Factory Marketing to the Mexicans	83 85 87 90 94 96 99 104
PART SIX Import/Export	rt, Location Decisions and Global Manufacturing	105
Case29 Case 30 Case 31 Case 32 Case 33 Exercise 12	Moonbeam Electronics Happy Thanksgiving! Rocko Handbags Which Country Next? Anne-Marie and Mighty-Mart Where Do I Find Global Customers?	106 108 110 112 114 117
PART SEV	EN Human Resource Management and Culture	119
Case 34 Case 35 Case 36 Case 37 Case 38 Case 39 Case 40 Exercisel3	Trying to Do Business in Mexico, Gringo Style Sushi for Pizza Ed's Big Career Move Jill O'Reilly Goes to Taiwan Canada Timber A Naive Sahab in India Au Revoir, Mrs. Williamson Hofstede's Cultural Classification Model	120 125 128 130 132 136 140 144
PART EIGI		147
Case 41 Case 42 Case 43 Case 44 Case 45 Exercise 14 Exercise 15	<i>Finance, Accounting, and Taxation</i> Wilson International "Baa"d Pricing Policies "Baa"st Transfer Price Diving into a Tax Haven Praying for Dollars, Riyals, or Shekels Exercise in International Accounting IASC	147 148 151 155 161 163 167 169
PART NIN	E onsibility in International Business	170
Case 46 Case 47 Case 48 Case 49 Case 50	EZ Casino2U.Com BMS Information Technologies Regal Cruise Lines Gethal Amazonas Fair-Trade Coffee	170 171 173 175 177 179