International Business - European Edition

Michael Czinkota Ilkka Ronkainen Michael Moffett Svetia Marinova Marin Marinov

i".' n i l

'• ''"••"••.i-S '• ; i> •"

fc*rV»r

;,[,,,,,,,,]]

iU M

- it» ;:iaj^Vi"C.J , tl'tfi.ir i*J.f,.l i\.

+ HOCHSCHULE
- LIECHTENSTEIN
Bibliothek



|| J || '•' .;;.ir.i..-! |^ t'| r,c-|'' ;t. -.

CONTENTS

About the Author. Preface Acknowledgement		vii ix xiv
PART 1 II	NTERNATIONAL BUSINESS ENVIRONMENT	1
CHAPTER 1	The Nature of International Business	2
CHAPTER 2	Theory of Trade and Investment	21
CHAPTER 3	Culture	51
CHAPTER 4	Political and Legal Environment	86
PART 2 IN	NTERNATIONAL BUSINESS AND MARKETS	117
CHAPTER 5	Financial Markets	1 1 8
CHAPTER 6	Economic Integration	149
CHAPTER 7	The Challenge of Emerging Markets	1 89
PART 3 II	NTERNATIONAL BUSINESS STRATEGY	213
CHAPTER 8	Entry and Expansion	2 1 4
CHAPTER 9	Strategic Planning, Organization, Implementation and Control	242
PART 4 IN	NTERNATIONAL BUSINESS OPERATIONS	291
CHAPTER 10		292
CHAPTER 11	Financial Management	319
CHAPTER 12	Human Resource Management	344
CHAPTER 13	Corporate Governance, Accounting and Taxation	370
PART 5 F	UTURE	407
CHAPTER 14	New Horizons	408

CONTENTS

w			
		7.0	
	~		

	PART 6 CASE	STUDIES	441
- ••	CASE STUDY 1	Renaming the Vietnamese Catfish	442
	CASE STUDY 2	Turkey's Kriz	445
	CASE STUDY 3	Globalizing a Small Hydraulic Firm	
		from Eastern Europe	451
	CASE STUDY 4	Cosmetics from Poland	460
	CASE STUDY 5	General Motors and AvtoVAZ of Russia	466
f	CASE STUDY 6	Global Telecom Leaders Meet	
	_	<u>a</u> Famil <u>y</u> Conglomerate	481
	CASE STUDY 7	Toyota Europe	491
	CASE STUDY 8	Wnen Diamonds Weep	494
IS	CASE STUDY 9	Building a Competitive Advantage in a Mature	500
	0405 OTUDY 40	Industry: The Case of Gorenje	500
	CASE STUDY 10	Bolivia Nationalizes the Oil and Gas Sector	506
	CASE STUDY 11	Corporate Governance at Bayerische Motoren	E 2 1
	CASE STUDY 12	Werke (BMW] Danfoss' Business Strategy in China	521 529
	CASE STUDY 12	Gazprom-Naftogaz Ukrainy Dispute: Business	329
	CASE 310D1 13	or Politics?	539
	CASE STUDY 14	Wal-Mart's German Misadventure	550
	0A0E 010D1 14	War Mart o Comman Milodavontaro	550
	Glossary		560
	References		582
	Index		604