

A Framework for International Business

S. Tamer Cavusgil

Gary Knight

John R. Roesenberger

PEARSON

Boston Columbus Indianapolis New York San Francisco Upper Saddle River
Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto
Delhi Mexico City Sao Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo

BRIEF CONTENTS

PART 1 Foundation Concepts 1

- Chapter 1** What Is International Business? 2
- Chapter 2** Theories of International Trade and Investment 24
- Chapter 3** Organizational Participants That Make International Business Happen 41
- Chapter 4** Culture and Ethics in International Business 55

PART 2 The International Business Environment 77

- Chapter 5** Political and Legal Systems in International Business 78
- Chapter 6** The International Monetary Environment and Financial Management in the Global Firm 103
- Chapter 7** Emerging Markets, Developing Economies, and Advanced Economies 123

PART 3 International Business Strategy and Implementation 137

- Chapter 8** Strategy and Organization in the International Firm 138
- Chapter 9** Global Market Opportunity Assessment 158
- Chapter 10** Exporting and Countertrade 178
- Chapter 11** Foreign Direct Investment and Collaborative Ventures 201
- Chapter 12** Licensing, Franchising, and Other Contractual Strategies 220
- Chapter 13** Global Sourcing 238
- Chapter 14** Marketing in the Global Firm 257
- Chapter 15** Human Resource Management in the Global Firm 278