

# **International Business**

**NINTH EDITION**

**Michael R. Czinkota**

Georgetown University, Washington DC

**Ilkka A. Ronkainen**

Georgetown University, Washington DC

**Suraksha Gupta**

Newcastle University, London, UK

**CAMBRIDGE**  
**UNIVERSITY PRESS**

## Contents

Preface	[page] vii
Acknowledgments	xii
<b>Part j</b>	
<b>1 The International Business Imperative</b>	<b>3</b>
<b>2 Trade and Investment Policies</b>	<b>35</b>
<b>3 The Essence of Culture</b>	<b>55</b>
<b>4 Politics and Laws</b>	<b>81</b>
<b>Part 11</b>	
<b>5 Financial Management</b>	<b>115</b>
<b>6 Developing and Emerging Markets and Their Integration</b>	<b>145</b>
<b>7 Building Data and Knowledge</b>	<b>168</b>
<b>8 Entry and Expansion</b>	<b>200</b>
<b>Part III</b>	
<b>9 International Marketing</b>	<b>239</b>
<b>10 Services</b>	<b>271</b>
<b>11 International Supply Chain Management</b>	<b>297</b>
<b>12 Managing Globally</b>	<b>330</b>
<b>Part IV</b>	
<b>13 Ownership, Governance, and Sustainability</b>	<b>361</b>
<b>14 Digital Contributions for International Business</b>	<b>391</b>
<b>15 International Business: the Soul and the Future</b>	<b>420</b>

<b>Case Studies</b>	
<b>1 Alibaba and Its Influence on International Market</b>	<b>439</b>
<b>2 Do International Traders Have It All Wrong?</b>	<b>441</b>
<b>3 Diwali in India</b>	<b>443</b>
<b>4 The Tomato: Vegetable or Fruit?</b>	<b>445</b>
<b>5 Mixel Agitators, a French SME Expanding into China</b>	<b>446</b>
<b>6 HSBC: Guanxi for Internationalization</b>	<b>455</b>
<b>7 The Bell Boeing V-22</b>	<b>459</b>
<b>8 Tao Kea Noi Seaweed Snack: Going Global</b>	<b>466</b>
<b>9 Honeyland Manuka Honey from New Zealand</b>	<b>474</b>
<b>10 When Diamonds Weep</b>	<b>480</b>
<b>11 H-1B Visa: A High-Tech Dilemma</b>	<b>486</b>
<b>12 Chopsticks from America: A Historic Assessment</b>	<b>493</b>
<b>13 Ecological Cooling: The Fridge from Eastern Germany</b>	<b>497</b>
<b>14 One Afternoon at the United States International Trade Commission</b>	<b>501</b>
<b>15 Whiskey to Vietnam: Learning Rapidly</b>	<b>506</b>
References	513
Index	554