

<<国际经济中的经理(第七版)>>

图书基本信息

书名：<<国际经济中的经理(第七版)>>

13位ISBN编号：9787302032069

10位ISBN编号：7302032068

出版时间：1998-10-01

出版时间：清华大学出版社

作者：Raymond Vernon

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<国际经济中的经理(第七版)>>

内容概要

国际经济中

本书三位作者均系世界著名的研究国际投资和跨国公司理论的学者，其中Raymond Vernon和Louis T. Wells为美国哈佛商学院教授，Subramanian Rangan为欧洲管理学院教授。

Raymond

Vernon在60年代中期提出的产品生命周期理论为欧、美企业国际化奠定了理论基础，至今仍有很高的学术价值。

本书是主要用于欧美管理院校工商管理硕士研究生的教材，现已在世界发行了30年。

该书分为企业内部管理、企业和国家、国际环境和案例四个部分，共11章，内容涉及国际经济、企业国际化的动机、宗旨、目标和战略，跨国公司经营和管理，各国经济环境比较及政策研究，国际金融市场，国际货币、货物、服务规则等宏观及微观专题。

第四部分包括13个企业和国家的案例。

全书结构严谨，层次清晰，颇具理论深度。

作者注重理论联系实际，

将国际企业管理理论渗透于企业国际化经营与运作实际之中，以启发学生独立思考，增强学生分析问题和解决问题的能力。

全书图文并茂，资料齐全，每章末尾附有参考书目，以利读者阅读，适合学生及在职管理人员自学。

该书理论体系和主要内容基本上针对的是美国和其他西方发达国家的国情，以企业高层管理人员的角度为出发点，起点高，理论性强，适合我国经济管理院校企业管理专业研究生或企业在职管理人员作教材或教学参考资料。

<<国际经济中的经理(第七版)>>

书籍目录

Brief Contents

Chapter 1 The International Economy: A Manager's Perspective

PART ONE: THE ENTERPRISE FROM WITHIN

Chapter 2 Going Multinational: Firm Motives and Characteristics

Chapter 3 Managing the Multinational: Goals and Strategies

Chapter 4 Managing the Multinational: Organizations and Networks

Chapter 5 National Units in Multinational Networks

PART TWO: THE ENTERPRISE AND THE NATION

Chapter 6 Comparing National Economies

Chapter 7 Exploring National Policies

PART THREE: THE INTERNATIONAL ENVIRONMENT

Chapter 8 The National Economy in an International Setting

Chapter 9 International Money Markets

Chapter 10 The International Rules of the Game: Money

Chapter 11 The International Rules of the Game: Goods and Services

PART FOUR: CASES

Contents

PREFACE xi

1 The International Economy: A Manager's Perspective

A Synoptic History of International Business

National and Regional Patterns

Industry Patterns

Putting Globalization in Perspective

Roadmap

Suggested Reading

PART ONE: THE ENTERPRISE FROM WITHIN

2 Going Multinational: Firm Motives and Characteristics 1

Exploiting Firm-Specific Capabilities

Lowering the Cost Structure

Protecting Returns to the Network

Reducing Risk to the Network

Suggested Reading

3 Managing the Multinational: Goals and Strategies

The Strategic Challenges

The Bartlett-Ghoshal "Transnational"

Suggested Reading

4 Managing the Multinational: Organizations and Networks

First Principles

Evolutionary Patterns of Organization

New Strains and Demands

New Paradigms for Internal Networks

Other Links in the Network

A Choice of Links

Suggested Reading

5 National Units in Multinational Networks

<<国际经济中的经理(第七版)>>

National Boundaries and Multinational Operations

Issues in Taxation

Measuring Performance

Suggested Reading

PART TWO: THE ENTERPRISE AND THE NATION

6 Comparing National Economies

A Variety of Approaches

Comparative Advantage

Governments and Competitiveness

Customs Unions and Other Preferential Blocs

Shifting Capabilities

Suggested Reading

7 Exploring National Policies

The Economic Goals

The Manufacturing Industries

The Service Industries

Beyond Economics

Suggested Reading

PART THREE: THE INTERNATIONAL ENVIRONMENT

8 The National Economy in an International Setting

Matching Payments to Output

The Banking System's Key Role

The Exchange Rate as Policy Tool

The Interest Rate as Policy Tool

Keeping Track of the Pressures

Suggested Reading

9 International Money Markets

A Changed Environment

Key Currencies

The Market for Hedges

Suggested Reading

10 The International Rules of the Game: Money

The Background

The International Monetary Fund

The European Union

CONTENTS

The North American Free Trade Agreement

Treaties of Investment

Agreement on Export Credits

Capital Adequacy Agreements

Suggested Reading

11 The International Rules of the Game: Goods and Services

Trade in Merchandise

Trade in Services

Suggested Reading

PART FOUR: CASES

Balance-of-Payments Exercises

<<国际经济中的经理(第七版)>>

Lotus Development Corporation: Entering International Markets
Gerber Products Company: Investing in the New Poland
Xerox and Fuji Xerox
Shell Brasil S.A.: Performance Evaluation in the Oil Products Division 3
The Global Computer Industry
Collision Course in Commercial Aircraft: Boeing-Airbus-McDonnell
Douglas--1991 (A)
Volkswagen de Mexico's North American Strategy (A)
The Foreign Exchange Market: Background Note and Problem Set
CIBA-GEIGY AG: Impact of Inflation and Currency Fluctuations
Pfizer: Protecting Intellectual Property in a Global Marketplace
INDEX

<<国际经济中的经理(第七版)>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>