

<<国际贸易与竞争:英文>>

图书基本信息

书名：<<国际贸易与竞争:英文>>

13位ISBN编号：9787810444651

10位ISBN编号：7810444654

出版时间：1998-08

出版时间：东北财经大学出版社

作者：约夫,等(美)

页数：574

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>

<<国际贸易与竞争:英文>>

书籍目录

CONTENTS

Preface

xiii

Theories of International Trade

1. Note on Comparative Advantage 3

2. Note on Sources of Comparative Advantage 9

3. "New" Theories of International Trade 15

Comparative Advantage and Corporate Strategy

7. B-W Footwear

8. Lotus Development Corporation: Entering International Markets

9. Hoechst and the German Chemical Industry

10. Hoechst in the United States (A)

PARTITWO

Comparative Advantage and Industry Structure

4. The Japanese Facsimile Industry in 1990 33

5. The Global Semiconductor Industry, 1987 55

6. The Global Computer Industry 78

PARTIFOUR

Intermediation and International Trade

11. Japan's Sogoshosha

12. General Electric Trading Company, 1985

13. Note on Trade Finance

PARTISEVEN

Alliances in International Competition

14. Swissair's Alliances 239

15. Xerox and Fuji Xerox 264

16. Mips Computer Systems (A) 291

17. The FS-X Project 313

PARTISIX

The Political Economy of Trade Policy

18. Textiles and the Multi-Fiber Arrangement 337

19. Note on Free Trade and

<<国际贸易与竞争:英文>>

- Protectionism 353
20. Europe 1992 361
21. North American Free Trade
Agreement: Free for Whom? 384
22. The General Agreement on Tariffs
and Trade 414
- Trade Policy and Corporate
Strategy
23. Searching for Trade Remedies:
The U.S. Machine Tool
Industry, 1983 4
24. United States Trade Law 4
25. The Semiconductor Industry
Association and the Trade
Dispute with Japan (A) 4
26. Canada Packers and the Canada-
U.S. Free Trade Agreement 4
- Industrial Policy and international
Competition
27. Motorola and Japan (A)
28. Collision Course in Commercial
Aircraft: Boeing vs. Airbus-McDonnell
Douglas 1991 (A) 5
29. Zenith and High Definition
Television, 1990 5:
30. Fusion Systems Corporation
in Japan (A) 5'

<<国际贸易与竞争:英文>>

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>