

<<现代国际商务>>

图书基本信息

书名：<<现代国际商务>>

13位ISBN编号：9787111401902

10位ISBN编号：7111401905

出版时间：2012-11

出版时间：机械工业出版社

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页数：520

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内容概要

《现代国际商务(英文版.原书第7版)》是一本广受欢迎的国际商务教材。全书详细介绍了当代国际商务的各个方面，特别关注国际商务的战略与结构以及公司各种功能的国际商务含义，既兼具综合性，又有时新性。本书作者将许多主要的经济、贸易理论融入案例之中，来解释发生在我们周围的具体事例，使理论的意义更加明确，使读者能领会国际商务理论的深层含义。

本书可用作国际经济与贸易、国际管理等专业的教材，也可以作为商务人士和企业中高层管理人士的参考用书。

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作者简介

作者:(美)查尔斯W.L.希尔、威廉·埃尔南德斯-雷克霍 译者:曹海陵、刘萍查尔斯W.L.希尔(Charles W.L.Hill) 华盛顿大学商学院国际商务专业休斯M.布莱克研究室的教授。
希尔教授于1983年在英国曼彻斯特理工大学(UMIST)获得工业管理经济学博士学位。
除了在美国华盛顿大学任职,他还兼职英国曼彻斯特理工大学、美国得克萨斯A&M大学及密歇根州立大学。

希尔教授在专业学术期刊上已发表文章40余篇,还出版了四部大学教科书:一部是关于战略管理的,一部是关于经营原则的,而另两部是关于国际商务的,本书是其中之一。

希尔教授还是几家学术期刊编辑部的成员,曾在《管理评论学会》杂志做顾问编辑。

希尔教授在华盛顿大学讲授MBA课程和EMBA课程,并在两个课程上都获得了教学优秀奖。

他还讲授几门定制的高层管理人员课程。

他现与夫人及孩子住在西雅图。

埃尔南德斯-雷克霍(William Hemfindez-Requejo)在古巴的圣克拉拉出生,做过律师,在华盛顿乔治敦大学法学中心获得国际法法学博士学位,专攻国际法。

埃尔南德斯-雷克霍在加州大学欧文分校和好几家教学、研究机构做兼职教授,讲授MBA或法学院水平的全球商务、国际商务交易操作、贸易规则与WTO、全球谈判、国际市场、国际策略联盟以及合资企业方面的课程。

另外,埃尔南德斯-雷克霍担任自己的雷克霍咨询公司的董事长及高级顾问,专门沟通国家间的贸易,起到桥梁的作用,推进国际商务。

埃尔南德斯-雷克霍同时任职于多家独立实体公司的董事会。

埃尔南德斯-雷克霍与约翰L.格雷厄姆合作,出版了《全球谈判:最新规则》(Palgrave Macmillan, 2008年出版)。

本书是埃尔南德斯-雷克霍首次涉足大学教材的出版工作。

他喜欢美食、旅游和诗歌。

他现在与妻子玛莎、两个孩子居住在加利福尼亚州的尔湾。

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