

<<国际贸易理论>>

图书基本信息

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内容概要

《国际贸易理论(第6版)》从第3版开始一直是全球国际商务领域使用最广泛的图书。全书共分3章：全球化；国际贸易理论；国际贸易的政治经济学。文中给出了传统的贸易理论、最新的贸易理论及实际中应用的最优贸易理论。该书阐述了全球化如何降低了成本，促进了市场的成熟度。同时，该书也说明了各国如何通过贸易政策工具对本国贸易进行保护，以及政府干预对国际贸易的影响。

作者简介

Charles W. L. Hill is the Hughes M. Blake Professor of International Business at the School of Business, University of Washington. Professor Hill received his Ph.D. from the University of Manchester's Institute of Science and Technology (UMIST) in Britain. In addition to the University of Washington, he has served on the faculties of UMIST, Texas A&M University, and Michigan State University. Professor Hill has published over 40 articles in peer-reviewed academic journals, including the Academy of Management Journal, Academy of Management Review, Strategic Management Journal, and Organization Science. He has also published two college texts: one on strategic management and the other on international business. Professor Hill has served on the editorial boards of several academic journals, including the Strategic Management Journal and Organization Science. Between 1993 and 1996 he was consulting editor at the Academy of Management Review.

Professor Hill teaches in the MBA, Executive MBA, Management, and Ph.D. programs at the University of Washington. He has received awards for teaching excellence in the MBA, Executive MBA, and Management programs. He has also taught customized executive programs. Professor Hill works on a consulting basis with a number of organizations. His clients have included ATL, Boeing, BF Goodrich, Hexcel, House of Fraser, Microsoft, Seattle City Light, Tacoma City Light, Thompson Financial Services, and Wizards of the Coast.

书籍目录

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编辑推荐

《国际贸易理论(第6版)》适用于国际贸易、工商管理以及英语专业选作教材，也可作为从事或将从事国际贸易的专业人士的参考读物。

查尔斯·希尔是华盛顿大学商学院教授，国际商务领域的前沿思考者，美国最具影响力的公共广播电台(NPR)的常邀嘉宾，波音、微软等知名大公司的管理顾问。

其代表作 International Business 是国际商务领域中的权威教科书，在同类书中持续多年市场份额排名第一。

自1994年问世以来，已经五次修订再版，备受全球各国经济管理院校师生和商务人士的好评。

《国际贸易理论(第6版)》选自2007年第6版，涵盖了全球化、贸易理论、贸易政策工具、政府干预对国际贸易的影响等内容。

《国际贸易理论(第6版)》具有如下特色：结构鲜明，注重实证检验和吸收国际贸易的最新研究成果；强调提升理论层次，尤其是对一些新的国际贸易理论，作者都作了相应的评述。

文笔老道、行文流畅也是查尔斯·希尔的一大特色。

《国际贸易理论(第6版)》不仅适合工商管理、国际贸易以及英语等专业先作教材，同时也可作为跨国公司及涉外企业商务人士的案头参考书。

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