

<<全球商务管理>>

图书基本信息

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## <<全球商务管理>>

### 内容概要

胡松华编著的《全球商务管理》为全英文教材，比较系统地介绍了国际商务管理的各个方面，包括国际商务模型、国际投资管理、国际贸易的理论与实务、全球战略管理和全球组织架构设计、全球供应链管理等内容。

该书内容翔实，体例完整，方便教学。

每章含有的案例和中国的实际情况结合紧密，资料主要来源于国内企业，具有很强的实操性，所以本书理论和实际相结合得较好。

## 书籍目录

Preface

Chapter 1 Challenges of Global Business Management

Opening Case: Galanz, a Workshop of the World

- 1.1 Significance of International Business
- 1.2 The Role of Global Business Environment
- 1.3 The Decision-Making Function of International Manage
- 1.4 Summary
- 1.5 Scenario Analysis

Chapter 2 International Entry Modes

Opening Case: Nestl6's Global Drive

- 2.1 Basic Types of International Entry Modes
- 2.2 A Comparison of Entry Modes
- 2.3 Selecting the Mode of Entry
- 2.4 Summary
- 2.5 Scenario Analysis

Chapter 3 International Investment: Theory and Practice

Opening Case: Aflac's Success in Japan

- 3.1 The Scope of International Investment
- 3.2 The MNE: Evolution, Structure, and Characteristics
- 3.3 FDI Theories and Theories of the MNE
- 3.4 Porter's Diamond Model
- 3.5 Summary

Active Learning Case: Global Finance Gurus: Buffett vs. Soros

Case Study: Nestl6 in India

Chapter 4 International Trade: Theory and Policy

Opening Case: Trade between the U. S. and China

- 4.1 Rationale of International Trade
- 4.2 International Trade Barrie
- 4.3 International Trading System
- 4.4 Summary

Short Story: An Exchange between Tom and Huck

Chapter 5 International Trade Practice

Opening Case: Which Bank should the Documents be Presented to?

- 5.1 International Trade Terms
- 5.2 Remittance and Collection
- 5.3 Letter of Credit (L/C)
- 5.4 Summary
- 5.5 Scenario Analysis

Chapter 6 Global Strategic Management

Opening Case: The Rise of Haier as a Global Manufacturer

- 6.1 The Nature of Global Strategic Management
- 6.2 Global Strategy
- 6.3 Global Strategic Formulation
- 6.4 Global Strategic Implementation

6.5 Global Strategic Control

6.6 Summary

Chapter 7 Global Organization Design

Opening Case: Procter & Gamble's Organization Overhaul

7.1 International Division Structure

7.2 Global Product Structure

7.3 Global Geographic Structure

7.4 Global Functional Structure

7.5 Global Matrix Structure

7.6 Summary

Chapter 8 International Investment Management

Opening Case: "IBM PC" Goes to Lenovo

8.1 Forms of Foreign Direct Investment

8.2 Managing Foreign Exchange Risks

8.3 Cost of Capital for International Investment

8.4 Investment Approaches

8.5 Feasibility Study for International Projects

8.6 Summary

Closing Case: Matsushita in Hollywood

Chapter 9 Global Operation Management

Opening Case: Flextronics' Operatio in China

9.1 Advantages of Global Operatio

9.2 International Production

9.3 Global Sourcing

9.4 International Trafer Pricing

9.5 Summary

Appendix to Chapter 9 : An Optimal Trafer Pricing Model

Chapter 10 Global Supply Chain Management

Opening Case: Li & Fung, a Leader in GSCM

10.1 Logistics and Supply Chain Management

10.2 International Inventory and Information Flow

10.3 International Traportation

10.4 Traport Documents

10.5 Summary

Appendix

Appendix 1 International Rules for the Interpretation of Trade

Terms 2010 (Excerpts)

Appendix 2 ICC Uniform Customs and Practice for Documentary

Credits ( UCP 600)

Appendix 3 United Natio Convention on Contracts for the  
International Sale of Goods (1980)

Appendix 4 The Hague-Visby Rules (1968)

Glossary : Chinese Tralation

Bibliography

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