

<<国际商务>>

图书基本信息

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### 内容概要

杨春妮编著的《国际商务(英文中国视角)》吸取了国外同类原版教材的优点，系统地介绍了影响全球商务活动的地理、文化、政治、法律、国际金融市场等外部宏观因素，并且清晰地分析了这些因素对国际商务活动的影响。

同时，本书还详细地介绍了国际商务调研、国际市场进入模式、国际战略规划等企业微观国际商务活动的重要内容。

为了弥补同类教材的不足，在编著本书时，作者特别注意在当今的时代背景下，以中国的视角分析全球商务环境的变化以及随之而来的中国在全球国际商务中地位的变化。

如，在本书最后一章特别介绍了进入21世纪以来全球化的最新趋势——服务业的离岸外移以及中国所面对的机遇与挑战。

相信看过本书后，会对您从事国际商务活动有所启发。

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## 章节摘录

版权页： 插图： A famous Chinese writer once wrote: "There was no roads in the world, roads are formed because many people pass through." The sentence perfectly describes the impact of movement on the geographical outlook. In the geographical perspectives of international business movement is attached much wider meaning. Movement here refers to various forms of transportation of people, goods and the communication of information and ideas. Movement of people accompanies the history of mankind. United States, the most powerful nation in the world today, was established by immigrants mostly from European countries. Movement of people creates civilization, and civilization in turn reinforces the movement of people. New York, London, Milan, Tokyo, Beijing, Shanghai, all of the international metropolises are prosperous because of the movement of people. Today, still many more people plunge into the big cities to look for business opportunities. Movement of people creates consumptions and demands, thus brings about further movement of goods as well as communications of information and ideas. Movement can change the economic standing of a place. New York, the foremost business center in North America, is ideally situated for water transportation and a critical node in, newly evolved transportation networks. Singapore grew under similar circumstances. However, there are also some traditionally busy metropolises that lost their transportation advantage because of wrong administrative decisions or the advancement in technology. St. Louis, the once premier city in the US heartland, gave up its business leader position to Chicago for its officials wanted to keep the city's supremacy in water transportation and refused to develop railroad connections. Chicago took the opportunity to build railroads and made itself terminals for a dozen railroad lines converging from all directions. The pass-through of passengers and freight generated enormous employment and business opportunities, which makes Chicago now the busiest city in that area. During the middle of the twentieth century long-distance flights had to stop several times during the journey to refuel. This resulted in the ascendance of some cities as refueling points, such as Gander and Newfoundland of Canada, and Shannon of Ireland. Advanced technologies today enable flights to fly much longer without refueling, thus grabs away many businesses from these cities.

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