

# brief CONTENTS



## **part one** Introduction and Overview

**Chapter 1 Globalization 2**



## **part two** Country Differences

**Chapter 2 National Differences in Political Economy 40**

**Chapter 3 Differences in Culture 86**

**Chapter 4 Ethics in International Business 122**

**Cases: Nike: The Sweatshop Debate 154**

**Etch-a-Sketch Ethics 157**

**Western Drug Companies and the AIDS Epidemic  
in South Africa 159**

**Matsushita and Japan's Changing Culture 161**

**Mired in Corruption—Kellogg, Brown & Root in  
Nigeria 163**



## **part three** The Global Trade and Investment Environment

**Chapter 5 International Trade Theory 166**

**Chapter 6 The Political Economy of International Trade 204**

**Chapter 7 Foreign Direct Investment 240**

**Chapter 8 Regional Economic Integration 274**

**Cases: Agricultural Subsidies and  
Development 308** 

**Boeing versus Airbus: Two Decades of Trade  
Disputes 309** 

**The Politics of Trade in Steel 316** 

**Dixon Ticonderoga—Victim of Globalization? 317**

**Drug Development in the European Union 318**

**Logitech 319**



## **part four** The Global Monetary System

**Chapter 9 The Foreign Exchange Market 322**

**Chapter 10 The International Monetary System 352**

**Chapter 11 The Global Capital Market 386**

**Cases: The Tragedy of the Congo 412**

**The Russian Ruble Crisis and Its Aftermath 413**

**Japan's Surging Samurai Bond Market 416**



## **part five**

### The Strategy and Structure of International Business

**Chapter 12 The Strategy of International Business 418**

**Chapter 13 The Organization of International Business 448**

**Chapter 14 Entry Strategy and Strategic Alliances 486**

**Cases: Toyota—The Rise of a Global Corporation 521**

**Nestlé: Global Strategy 531**

**Strategic and Organization Change at  
Black & Decker 534**

**Organizational Culture and Incentives at  
Lincoln Electric 536**



## **part six**

### International Business Operations

**Chapter 15 Exporting, Importing, and Countertrade 538**

**Chapter 16 Global Production, Outsourcing, and Logistics 562**

**Chapter 17 Global Marketing and R&D 590**

**Chapter 18 Global Human Resource Management 624**

**Chapter 19 Accounting in the International Business 652**

**Chapter 20 Financial Management in the International  
Business 674**

**Cases: Molex 698**

**Procter & Gamble in Japan 699**

**Merrill Lynch in Japan 701**

Glossary 704

Photo Credits 716

Index 717