
Contents

| | |
|---|------------|
| <i>Foreword</i> | <i>ix</i> |
| <i>Preface</i> | <i>x</i> |
| PART I | |
| The Content of Global Business | I |
| 1 Globalization: Current Status and Future Prospects | 3 |
| 2 Trade: Rhetoric and Practice | 25 |
| 3 Foreign Direct Investment | 58 |
| PART 2 | |
| The Context of Global Business | 89 |
| 4 Economic Environment | 91 |
| 5 Political and Legal Environment | 120 |
| 6 Social and Cultural Environment | 142 |
| 7 The Foreign Exchange Market and the International Monetary System | 172 |
| PART 3 | |
| Managing Global Business | 203 |
| 8 Managing Entry and Exit Decisions | 205 |
| 9 Managing People: Global Talent Management | 238 |
| 10 Managing Money: Finance, Accounting, and Taxation | 268 |
| 11 Managing Operations: R&D, Production, and Supply Chain | 300 |

| | | |
|----|--|------------|
| 12 | Managing Customers: Marketing and Sales | 326 |
| 13 | Managing Sustainability: Corporate Social Responsibility and Business Ethics | 351 |
| | <i>Index</i> | <i>381</i> |