

TABLE OF CONTENTS

Licensing

1: Globalization and International Business

- 1.1: What Is International Business?
- 1.2: How Global Are We?
- 1.3: Who Is Interested in International Business?
- 1.4: Global Competition's Changing Center of Gravity
- 1.5: What Forms Do International Businesses Take?
- 1.6: Globalization Pressures on Companies
- 1.7: Corporations and their Social Responsibility
- 1.8: Debating CSR- Methods and Strategies
- 1.9: Going Global - Yes or No?
- 1.10: Chapter Introduction
- 1.11: US Small Business in the Global Environment
- 1.12: What You Should Know Before Going Global
- 1.13: Key Management Decisions and Considerations
- 1.14: The Three Threads
- 1.15: Points to Remember

2: National Differences

- 2.1: What Is Culture, Anyhow? Values, Customs, and Language
- 2.2: Culture Today
- 2.3: What Are the Key Methods Used to Describe Cultures?
- 2.4: Building Cultural Intelligence
- 2.5: Why Nations Trade
- 2.6: International Economic Communities
- 2.7: Global Trade Forces
- 2.8: Global Trade Agreements and Organizations
- 2.9: Corruption in International Business

3: Global Trade Environment

- 3.1: Chapter Introductions
- 3.2: Classifying World Economies
- 3.3: Understanding the Developed World
- 3.4: Developing World
- 3.5: Emerging Markets
- 3.6: Chapter Introduction
- 3.7: International Economic Cooperation among Nations
- 3.8: Regional Economic Integration
- 3.9: The United Nations and the Impact on Trade
- 3.10: End-of-Chapter Questions and Exercises
- 3.11: Chapter Introduction
- 3.12: What Is International Trade Theory?
- 3.13: Political and Legal Factors That Impact International Trade
- 3.14: Corporations and Politics - After Citizens United
- 3.15: Foreign Direct Investment
- 3.16: End-of-Chapter Questions and Exercises

4: Global Monetary System

- 4.1: Chapter Introduction
- 4.2: What Is the International Monetary System?
- 4.3: What Is the Role of the IMF and the World Bank?
- 4.4: Understanding How International Monetary Policy, the IMF, and the World Bank Impact Business Practices
- 4.5: Chapter Introduction
- 4.6: 7.1 What Do We Mean by Currency and Foreign Exchange?
- 4.7: Understanding International Capital Markets
- 4.8: Venture Capital and the Global Capital Markets

5: International Business Strategy

- 5.1: The Five Stages of Going Global
- 5.2: Understanding Industry Globalization
- 5.3: Porter's National Diamond
- 5.4: Globalization and Industry Structure
- 5.5: Points to Remember
- 5.6: Ghemawat's "AAA" Global Strategy Framework
- 5.7: Which "A" Strategy Should a Company Use?
- 5.8: From A to AA to AAA
- 5.9: Pitfalls and Lessons in Applying the AAA Framework
- 5.10: Points to Remember
- 5.11: Global Strategy as Business Model Change
- 5.12: Chapter Introduction
- 5.13: Components of a Business Model
- 5.14: Global Strategy as Business Model Change
- 5.15: Value Disciplines and Business Models
- 5.16: Choosing a Value Discipline or Selecting a Target Market?
- 5.17: Market Leadership and Value Disciplines
- 5.18: Points to Remember
- 5.19: Target Markets and Modes of Entry
- 5.20: Target Market Selection
- 5.21: Measuring Market Attractiveness
- 5.22: Entry Strategies - Modes of Entry
- 5.23: Entry Strategies - Timing
- 5.24: Points to Remember
- 5.25: Global Supply-Chain Management
- 5.26: Supply Chains - From Push to Pull
- 5.27: Supply-Chain Management
- 5.28: CSR and Sweatshops
- 5.29: Supply-Chain Agility and Resiliency
- 5.30: Fair Trade
- 5.31: Creating Supply-Chain Alignment
- 5.32: Making Supply Chains Adaptable
- 5.33: Points to Remember
- 5.34: International Expansion and Global Market Opportunity Assessment
- 5.35: Chapter Introduction
- 5.36: Global Strategic Choices
- 5.37: PESTEL, Globalization, and Importing
- 5.38: International-Expansion Entry Modes
- 5.39: CAGE Analysis
- 5.40: Scenario Planning and Analysis

- 5.41: End-of-Chapter Questions and Exercises
- 5.42: Strategy and International Business
- 5.43: Chapter Introduction
- 5.44: Business and Corporate Strategy
- 5.45: Generic Strategies
- 5.46: The Five Elements of Strategy
- 5.47: International Strategy
- 5.48: Managing the International Business with the P-O-L-C Framework
- 5.49: End-of-Chapter Questions and Exercises

6: International Business Functions

- 6.1: Exporting, Importing, and Global Sourcing
- 6.2: Corporations and their Social Responsibility
- 6.3: What is Importing and Exporting?
- 6.4: Global Sourcing and Its Role in Business
- 6.5: Managing Export and Import
- 6.6: What Options Do Companies Have for Export and Import Financing?
- 6.7: E-Business and E-Commerce
- 6.8: Chapter Introduction
- 6.9: E-Business and E-Commerce - The Difference
- 6.10: E-Commerce Operations
- 6.11: E-Commerce Technology
- 6.12: The Three Threads
- 6.13: Countertrade
- 6.14: Understanding the Roles of Finance and Accounting in Global Competitive Advantage
 - 6.3.7: End-of-Chapter Questions and Exercises
- 6.15: Chapter Introduction
- 6.16: International Accounting Standards
- 6.17: Accounting in International Business
- 6.18: Fundamentals of Finance
- 6.19: Financial Management in International Business
- 6.20: Global Money Management- Moving Money across Borders
- 6.21: Corruption in International Business
- 6.22: Importance of Leadership in a Global Economy
- 6.23: Cultural Intelligence Defined
- 6.24: What is Cultural Intelligence?
- 6.25: Cultural Intelligence Model
- 6.26: What Makes Cultural Intelligence Unique?
- 6.27: The Labyrinth of Cultural Intelligence
- 6.28: Summary
- 6.29: History, Globalization, and Values-Based Leadership
- 6.30: History, Globalization, and Values-Based Leadership
- 6.31: Case in Point- Hanna Andersson Corporation Changes for Good
- 6.32: Ancient History- Management Through the 1990s
- 6.33: Contemporary Principles of Management
- 6.34: Global Trends
- 6.35: Globalization and Principles of Management
- 6.36: Developing Your Values-Based Leadership Skills
- 6.37: Globalizing the Management Model
- 6.38: Pitfalls in Globalizing a Management Model
- 6.39: The Importance of a Global Mind-Set

- 6.40: Determinants of a Corporate Global Mind-Set
- 6.41: Organization as Strategy
- 6.42: Realigning and Restructuring for Global Competitive Advantage
- 6.43: Points to Remember
- 6.44: Winning through Effective, Global Talent Management
- 6.45: Chapter Introduction
- 6.46: The Changing Role of Strategic Human Resources
- 6.47: The Global War for Talent
- 6.48: Effective Selection and Placement Strategies
- 6.49: The Roles of Pay Structure and Pay for Performance
- 6.50: Tying It All Together—Using the HRM Balanced Scorecard to Gauge and Manage Human Capital, Including Your Own
- 6.51: Tips in Your Walkabout Toolkit
- 6.52: End-of-Chapter Questions and Exercises

[Index](#)

[Glossary](#)

[Detailed Licensing](#)