

<<当代全球商务>>

图书基本信息

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作者：（美）希尔 著；曹海陵，刘萍 译注

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前言

本书是大学本科阶段或MBA水平的国际商务入门课本。

本书的写作目的是为国际商务教科书设立一个新标准：(1)综合性与时新性。

(2)对知识主体采用评论性的陈述及广义的解释。

(3)保持章节之间严谨、完整的衔接。

(4)关注管理的含义。

(5)使重要的理论非常容易地被读者接受，并使他们感兴趣。

几年来，本书至今已出版第5版，我着力达到这些目标，此非易事矣。

这十年间变化巨大，不仅表现在经济、政治和商务领域，而且表现在理论和实践研究的学术领域。

我常常大范围地重写一些章节，删除过

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内容概要

本书涉猎知识非常广泛，是作者多年教学经验的结晶。

全书结合综合性与时新性，详细介绍了当代全球商务的各个方面，评论性地对知识主体进行深层次和广义的解释，并在章节之间保持紧密的、完整的连接，密切关注管理的含义，使重要的理论极易为读者所接受。

作者将许多主要的经济、贸易理论融入案例之中，用来解释发生在我们周围的具体事例，使理论的意义更加明确、更加容易理解。

本书脉络清楚、布局合理、阐释透彻、深入浅出，充分体现了作者的学术功底和本书的实用性。

本书可作为大学经贸或管理专业教材，也可供商务人士和企业中高层管理人士参考。

作者简介

作者：(美国)查尔斯 W.L.希尔(Charles W.L. Hill) 合著者：曹海陵 刘萍

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章节摘录

In many ways, McDonald's Corporation has written the book on global expansion. Every day, on average, somewhere around the world 4.2 new McDonald's restaurants are opened. By 2004, the company had 30,000 restaurants in more than 120 countries that collectively served close to 50 million customers each day. One of the latest additions to McDonald's list of countries hosting the famous golden arches is India, where McDonald's started to establish restaurants in the late 1990s. Although India is a poor nation, the large and relatively prosperous middle class, estimated to number between 150 million and 200 million, attracted McDonald's. India, however, offered McDonald's unique challenges. For thousands of years, India's Hindu culture has revered the cow. Hindu scriptures state that the cow is a gift of the gods to the human race. The cow represents the Divine Mother that sustains all human beings. Cows give birth to bulls that are harnessed to pull plows, cow milk is highly valued and used to produce yogurt and ghee (a form of butter), cow urine has a unique place in traditional Hindu medicine, and cow dung is used as fuel. Some 300 million of these animals roam India, untethered, revered as sacred providers. They are everywhere, ambling down roads, grazing in rubbish dumps, and resting in temples—everywhere, that is, except on your plate, for Hindus do not eat the meat of the sacred cow. McDonald's is the world's largest user of beef. Since its founding in 1955, countless animals have died to produce Big Macs. How can a company whose fortunes are built upon beef enter a country where the consumption of beef is a grave sin? Use pork instead? However, there are some 140 million Muslims in India, and Muslims don't eat pork. This leaves chicken and mutton. McDonald's responded to this cultural food dilemma by creating an Indian version of its Big Mac—the "Maharaja Mac"—which is made from mutton. Other additions to the menu conform to local sensibilities such as the "McAloo Tikki Burger," which is made from chicken. All foods are strictly segregated into vegetarian and nonvegetarian lines to conform with preferences in a country where many Hindus are vegetarian. According to the head of McDonald's Indian operations, "We had to reinvent ourselves for the Indian palate." For a while, this seemed to work. Then in 2001 McDonald's was blindsided by a class-action lawsuit brought against it in the United States by three Indian businessmen living in Seattle. The businessmen, all vegetarians and two of whom were Hindus, sued McDonald's for "fraudulently concealing" the existence of beef in McDonald's French fries! McDonald's had said it used only 100 percent vegetable oil to make French fries, but the company soon admitted that it used a "minuscule" amount of beef extract in the oil. McDonald's settled the suit for \$10 million and issued an apology, which read, "McDonald's sincerely apologizes to Hindus, vegetarians, and others for failing to provide the kind of information they needed to make informed dietary decisions at our U.S. restaurants." Going forward, the company pledged to do a better job of labeling the ingredients of its food and to find a substitute for the beef extract used in its oil. However, news travels fast in the global society of the twenty-first century, and the revelation that McDonald's used beef extract in its oil was enough to bring Hindu nationalists onto the streets in Delhi, where they vandalized one McDonald's restaurant, causing \$45,000 in damage; shouted slogans outside of another; picketed the company's headquarters; and called on India's prime minister to close McDonald's stores in the country. McDonald's Indian franchise holders quickly issued denials that they used oil that contained beef extract, and Hindu extremists responded by stating they would submit McDonald's oil to laboratory tests to see if they could detect beef extract. The negative publicity seemed to have little impact on McDonald's long-term plans in India, however. The company continued to open restaurants, and by 2005 had 65 restaurants in the country with plans to open another 30 or so. When asked why they frequented McDonald's restaurants, Indian customers noted that their children enjoyed the "American" experience, the food was of a consistent quality, and the toilets were always clean!

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