

List of Changes



International Business: Competing in the Global Marketplace 13th Edition Charles W. L. Hill

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available in



connect®

The success of the first 12 editions of *International Business* is based on the incorporation of leading-edge research in the text, the use of the up-to-date examples and statistics to illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. Building on these strengths, the author's goals for the thirteenth edition are as follows:

1. Incorporate new insights from scholarly research.
2. Make sure the content covers all appropriate issues.
3. Make sure the text is up-to-date with events, statistics, and examples.
4. Add new and insightful opening and closing cases.
5. Incorporate value-added global EDGE features in every chapter.
6. Connect every chapter to a focus on managerial implications.

As part of the overall revision process, changes been made to every chapter in the book for currency. All statistics have been updated to incorporate the most recently available data. As before, *International Business* is the only textbook in International Business that ensures that all material is up-to-date on virtually a daily basis via the incorporation of globaledge.msu.edu, Google's #1 ranked site for international business resources. This has been integrated throughout the text as well as into McGraw Hill Connect®.

A summary of chapter-by-chapter changes follows below.

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McGraw-Hill Connect® is a course management and adaptive learning solution that enhances your unique voice and teaching style. As your partner, we're committed to helping you achieve your course goals and unlock student potential. That's why we've made meaningful updates to this edition.

New In Connect:

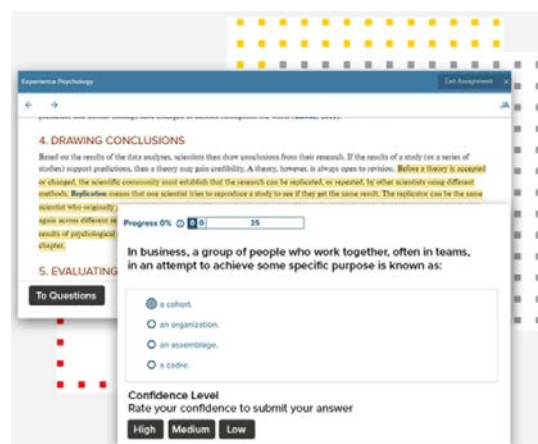
Smartbook® 2.0 – Our adaptive reading experience has been made more personal, accessible, productive, and mobile.

Case Analyses and Video Cases – Our assortment of written cases and video cases challenge students to analyze concepts as they manifest in scenarios related to a real-live product or company, fostering their ability to think critically in lecture and beyond.

International Business Video Library – With two new videos every month, there is always current applications to share with your students. The IB Video Library houses actual news videos with teaching notes/discussion questions and is tied to a relevant IB concept. Access through the Connect Library, Instructor Resources.

New “Did You Know?” Video Cases – These questions are posed in the margin within each chapter and challenge students to see concepts of the course in the world around them and engage their curious minds. The authors recorded short videos, assignable in Connect, to bridge the text to Connect. Included are five multiple choice questions per video to use as a graded assignment.

Geographic Mapping Application-Based Activities – This NEW auto-gradable, application-based activity assesses students' knowledge of world geography by asking them to match a fact or description of a country to the associated country name and its actual physical location on a map. It allows students to put the international business concepts they are learning into context through a world view that provides a relational lens.



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Chapter by Chapter Changes

Chapter 1: Globalization

- New opening case: How the iPhone is made: Apple's Global Production System
- Updated statistics and figures to incorporate the most recent data on global trade flows and foreign direct investment
- Discussion of the implications of recent political trends (Brexit and the Trump Presidency) and what this might mean for cross border trade and investment
- New closing case: General Motors in China

Chapter 2: National Differences in Political, Economic, and Legal Systems

- New opening case: Kenya: An African Lion
- Updated data on corruption
- New closing case: transformation in Saudi Arabia

Chapter 3: National Differences in Economic Development

- New opening case: Poland: eastern Europe's Economic Miracle
- Updated Maps, figures and in text statistics to reflect most recently available data.
- Addition of demographic trends to the discussion of Political Economy and Economic Progress
- Updated discussion of the spread of democracy to reflect recent counter trends towards greater authoritarianism in several nations (e.g. Turkey)
- New closing case: Brazil's Struggling Economy

Chapter 4: Differences in Culture

- New opening case: Singapore: One of the World's Most Multicultural Places
- Inclusion of a discussion of patience across cultures
- Revised the foundation that most religions are now pro-business
- New Country Focus: Determining Your Social Class by Birth
- New Country Focus: Turkey, Its Religion, and Politics
- New opening case: China, Hong Kong, Macau, and Taiwan

Chapter 5: Ethics, Corporate Social Responsibility, and Sustainability

- New opening case: Ericsson, Sweden, and Sustainability
- Deepened focus related to United Nations' Sustainable Development Goals
- Core focus on ethics as a lead-in to corporate social responsibility and sustainability issues (e.g., UN's Sustainable Development Goals).
- New closing case: Sustainability Initiatives at Natura, the Bodyshop, and Aesop

Chapter 6: International Trade Theory

- New opening case: A Tale of Two Nations: Ghana and South Korea
- Updated Country Focus on China and currency manipulation
- Reference to Donal Trump's trade policies under section on mercantilism
- New closing case: "Trade Wars are Good and Easy to Win"
- Updated balance of payments data in the Appendix to reflect 2018 data

Chapter 7: Government Policy and International Trade

- New opening case: American steel tariffs
- Updated discussion of the world trading system to reflect recent developments, including Brexit and the trade policies of President Trump
- New closing case: The United States and South Korea Strike a Revised Trade Deal

Chapter 8: Foreign Direct Investment

- New opening case: Starbuck's Foreign Direct Investment
- Updated statistics and figures on foreign direct investment in the world economy to incorporate the most recently available data
- New Management Focus: Burberry Shifts its Entry Strategy in Japan
- New closing case: Geely Goes Global

Chapter 9: Regional Economic Integration

- New opening case: The costs of Brexit
- Updated discussion of Brexit
- Added discussion of the renegotiation of NAFTA by the Trump Administration and the details of the United States, Canada, Mexico Agreement (USCMA)
- Additional discussion of new free trade deals in Africa
- Closing case: NAFTA 2.0: The USCMA

Chapter 10: The Foreign Exchange Market

- New opening case: Managing Foreign Currency exposure at 3M
- Updated data throughout the chapter to reflect currency exchange rates in 2019.
- New closing case: The Fluctuating Value of the Yuan gives Chinese Business a Lesson in Foreign Exchange Risk

Chapter 11: The International Monetary System

- New opening case: Pakistan Takes Another IMF Loan
- Updated data and discussion of the floating exchange rate regime through till 2019
- New Country Focus: China's exchange Rate Regime
- New closing case: Can Dollarization save Venezuela?

Chapter 12: THE GLOBAL CAPITAL MARKET

- New opening case: Chinese IPO's in the United States
- Updated statistics and discussion to reflect most recently available data
- New closing case: Saudi Aramco

Chapter 13: The Strategy of International Business

- New opening case: International Strategy in the Sharing Economy
- Inclusion of materials on the "sharing economy" related to strategy, including a discussion of Airbnb, Uber, Lyft, and Turo
- New Management Focus: IKEA's Global Strategy
- New Management Focus: Unilever's Global Organization

- New closing case: Red Bull, A Leader in International Strategy

Chapter 14: The Organization of International Business

- New opening case: Bird, Lime, and Organizing Globally
- Integration of new materials on the "sharing economy" related to organizations, including a discussion of Bird and Lime
- Deeper focus on small, medium, and sharing economy organizations
- New closing case: Walmart International

Chapter 15: Entering Developed and Emerging Markets

- New opening case: Volkswagen, Toyota, and GM in China
- New scope of the chapter to include entering developed and emerging markets
- Inclusion of a discussion of less developed markets and base-of-the-pyramid
- New closing case: IKEA Entering India, Finally!

Chapter 16: Exporting, Importing, and Countertrade

- New opening case: Higher Education in the U.S. is About Exporting and International Competitiveness
- Revised material on globalEDGE™ Diagnostic Tools
- New Management Focus: Embraer and Brazilian Importing
- New Management Focus: Exporting Desserts by a Hispanic Entrepreneur
- New Management Focus: Two Men and a Truck
- New closing case: Spotify and SoundCloud

Chapter 17: Global Production and Supply Chain Management

- New opening case: Blockchain Technology and Global Supply Chains
- New material on blockchain technology
- New Management Focus: IKEA Production in China
- New Management Focus: Amazon's Global Supply Chains
- New closing case: Procter & Gamble Remakes Its Global Supply Chains

Chapter 18: Global Marketing and Business Analytics

- New chapter title to signal significant new material on Business Analytics
- New opening case: Marketing of Sneakers
- New section on Business Analytics
- Revised section International Marketing Research
- Inclusion of more social media topics throughout
- New Management Focus: Global Branding, Marvel Studios, and Walt Disney Company
- New Management Focus: Burberry's Social Media Marketing
- New closing case: Fake News and Alternative Facts

Chapter 19: Global Human Resource Management

- New opening case: Evolution of the Kraft Heinz Company
- New section: Building a Diverse Global Workforce
- New Management Focus: AstraZeneca and Global Staffing Policy
- New Closing Case: Global Mobility at Shell

Chapter 20: accounting and finance in the international business

- New opening case: Pfizer, Novartis, Bayer, and GlaxoSmithKline
- New material on the U.S. corporate tax rate and implications
- New Management Focus: Microsoft and Its Foreign Cash Holdings
- New closing case: Shoprite – Financial Success of a Food Retailer in Africa

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