



LIST OF CHANGES

International Business: Competing in the Global Marketplace

14th Edition
Charles Hill

ISBN: 9781265038540 / 1265038546 / ©2023

Market-defining since it was introduced, *International Business: Competing in the Global Marketplace* by Charles W.L. Hill (University of Washington) sets the standard and is the proven choice for International Business at the undergraduate and graduate levels. Building on the success and strengths of the previous thirteen editions, the 14th edition provides a complete solution that is relevant (timely, comprehensive), practical (focus on applications of concepts), integrated (integrated progression of topics), and the most up-to-date on the market. It incorporates leading-edge research into the text, the use of 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 goals for the fourteenth edition of International Business have focused on the following:

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 current events, statistics, and examples.
4. Add new and insightful opening and closing cases in most chapters.
5. Incorporate value-added globalEDGE™ features in every chapter.
6. Connect every chapter to a focus on managerial implications.
7. Provide 20 new integrated cases that can be used as additional cases for specific chapters but, more importantly, as learning vehicles across multiple chapters.
8. Add a new feature to the managerially focused chapters of the book (Chapter 13-20) that looks at how changes in the macro environment affect international business practice.

New to this Edition: Within the book, you will find comprehensive discussion of the ongoing trade war between America and China, Brexit and the outlook for Britain and the EU post-Brexit, the renegotiation of NAFTA and the ratification of its successor, the USMCA, and the economic and business implications of the COVID-19 pandemic. In addition, the Focus on Managerial Implications section that has always appeared at the end of each chapter that deals with the macro environment (Chapter 1-12) has been renamed 360° View: Managerial Implications. In the more managerially focused chapters (Chapters 13-20), a new section has been added, 360° View: Impact of the Macro Environment, which explicitly discusses how ongoing changes in the macro environment (such as the U.S.-China trade conflict and the COVID-19 pandemic) affect management practice.

In addition to the content updates, we've made digital updates in McGraw Hill Connect®, including new chapter-opening cases with assignable multiple-choice questions; new chapter-closing cases with assignable essay questions; "Did You Know" video cases with assignable multiple-choice questions, and; new role-playing Application-Based Activities to help keep your students engaged while developing their critical thinking skills.

Take Students Higher

McGraw Hill supports you in moving students from foundational cognitive skills to higher-order thinking and application with a variety of digital content and assignable assets. Within Connect, each asset's alignment to the levels of Bloom's Taxonomy is identified so you can easily assign and receive reporting on student progress. The chart below outlines the asset type and how it aligns to Bloom's Taxonomy.

LOWER  HIGHER

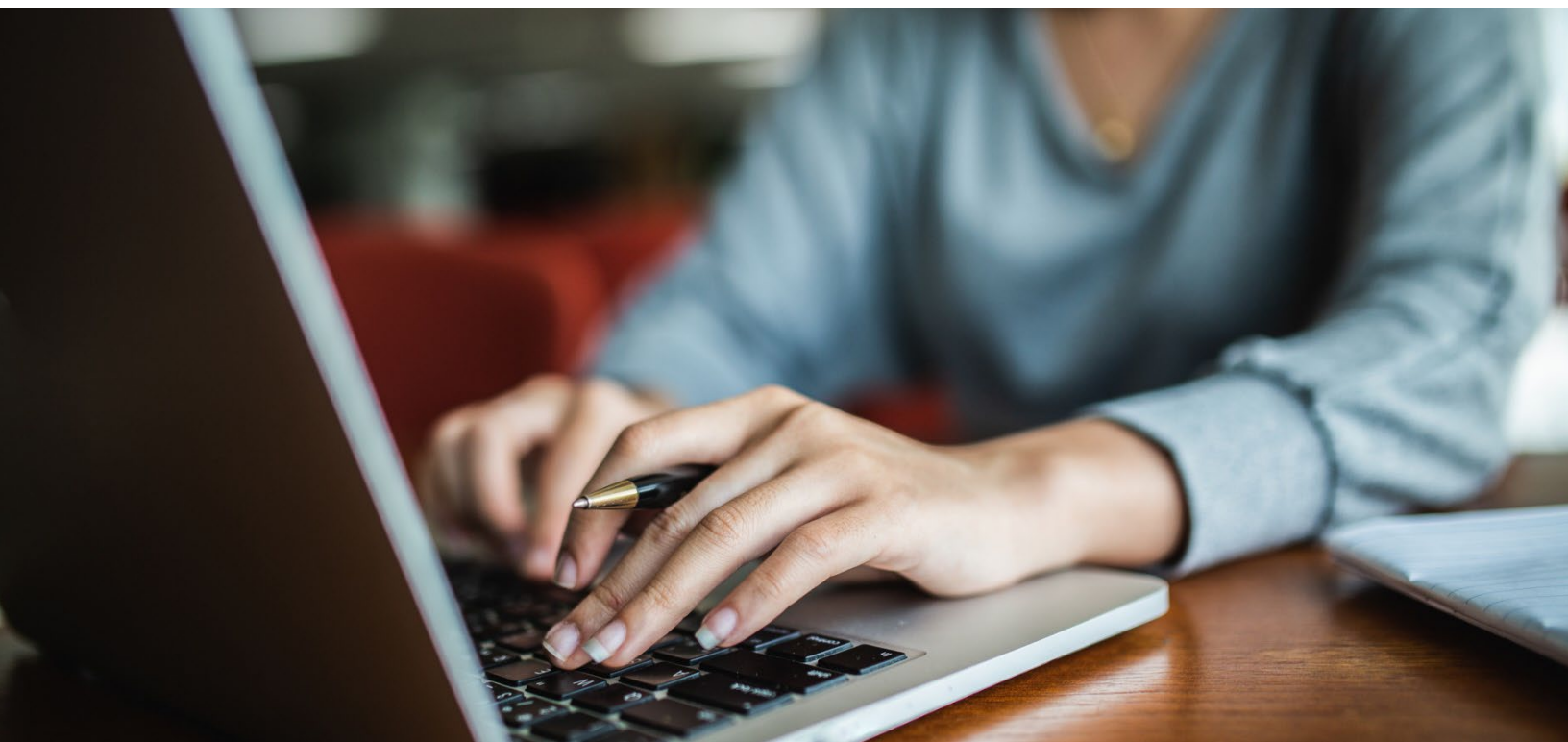
ASSET	DESCRIPTION	REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
SmartBook® 2.0	SmartBook 2.0 is an adaptive learning solution that provides personalized learning to individual student needs, continually adapts to pinpoint knowledge gaps and focuses learning on concepts requiring additional study. It fosters more productive learning, takes the guesswork out of what to study, and helps students better prepare for class. Our adaptive reading experience has been made more personal, accessible, productive, and mobile.	■	■				
eBook/ReadAnywhere app	The eBook in Connect is a digital textbook of the course title and is automatically included with student's Connect access at no additional cost. The eBook is a full version of the print textbook and includes resources like content reference sources, highlighting, notes, and term definitions. Student can also use the free ReadAnywhere mobile app for smartphone and tablets to access their eBook offline, so they can study anytime, anywhere, when it's convenient for them.	■	■				
Click and Drag/Matching/ Ranking/Multiple Choice Activities	These activities help make the connection between theory and applications.	■	■	■			
Geography Mapping activities	This 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. This visual geographic representation allows students to put the international business concepts they are learning into context through a world view that provides a relational lens.	■	■	■			
"Did You Know" Video Cases	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. Charles Hill recorded these short videos and in Connect it includes five multiple choice questions per video to use as a graded assignment.	■	■	■			
Video Cases	An assortment of short video cases challenge students to analyze concepts as they manifest in real-life products and companies. Accompanied by assignable, thought-provoking questions that check the students' ability to apply the course material to these video cases, they help to develop students' critical thinking abilities and workplace-readiness skills.	■	■	■	■	■	

ASSET	DESCRIPTION	REMEMBER	UNDERSTAND	APPLY	ANALYZE	EVALUATE	CREATE
International Business Video Library	Current and many classic clips correlated by key concept and major topic supported by teaching notes and discussion questions.	■	■	■	■	■	
Case Analyses	A variety of cases, found in most chapters, provide an opportunity for students to delve further into the topical content and read about real-life products and companies. Accompanied by assignable, thought-provoking questions that check students' ability to apply the course material to these scenarios, these case analyses help students foster their critical thinking abilities and develop their workplace-readiness skills.	■	■	■	■	■	
Application-Based Activities	<p>These highly interactive, automatically graded exercises provide students a safe space to practice using problem-solving skills to apply their knowledge to realistic scenarios. Each scenario addresses key concepts and skills that students must use to work through and solve course specific problems, resulting in improved critical thinking and relevant workplace skills.</p> <p>Students take on specific roles to complete an International Business-related task within a real-world context. These tasks often involve multiple decision-making paths that students can take as they work to complete the task. Students see the impact of their decisions immediately and feedback is provided all along the way.</p>	■	■	■	■	■	
Global Business Plan	This project is designed to provide the foundation for an international business plan. These 16 activities offer flexibility for many settings related to global business enterprises. The framework may be used for planning global expansion of an existing product or service or may be used to research a new foreign business opportunity. Each module of this project is designed to gather information for one component of an international business plan.	■	■	■	■	■	■
Video Capture powered by GoReact™	Video Capture powered by GoReact™ is the market leader in recording and grading student presentations and is fully integrated in Connect. Students and instructors can capture video of presentations with ease. With customizable rubrics, time-stamped comments, and visual markers, students will see feedback at exactly the right moment, in context, to help improve their speaking, presentation skills, and confidence.	■	■	■	■	■	■

The Value of Upgrading Connect

- **NEW!** More mobility. Free access to the ReadAnywhere app and a Connect Tablet App allowing student full access to their Connect course to complete assignments, read their eBook, and check their grades just like they would on a laptop browser.
- **NEW!** Integration of Proctorio provides remote proctoring, browser-locking capabilities, and verification options.
- **NEW!** More instructor flexibility in assigning content & creating review assignments personalized to students' weakest areas.
- **NEW!** Writing Assignment tool.
- Accessibility enhancements to ensure new content and technology follows the WCAG version 2.1 AA guidelines and best practices. Some examples of enhancements include alt descriptions added to eBook for screen reader users, increased accessibility to the presentation PowerPoint, and read-aloud functionality added to SmartBook.
- More advanced student and class reporting capabilities.
- World-class reliability with 99.9% platform uptime.
- Option for students to purchase a loose-leaf version of the text at a significant discount.

And our new partnership with the Online Learning Consortium (OLC) provides an even higher level of expertise and support when transitioning your course.



Chapter-by-Chapter Changes

Chapter 1: Globalization

- New opening case: Trucklabs
- 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, trade disputes, the rise of China) and what this might mean for cross border trade and investment
- New closing case: Detroit Bikes

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

- New opening case: Ireland's Economic Transformation
- Updated data on corruption
- New closing case: China's Mixed Economy

Chapter 3: National Differences in Economic Development

- New opening case: Economic Development in South Africa
- 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 countertrends toward greater authoritarianism in several nations (e.g., Turkey)
- New closing case: What Ails Argentina?

Chapter 4: Differences in Culture

- New opening case: Doing Business in Brazil
- Inclusion of a discussion of patience across cultures
- Revised the foundation that most religions are now pro-business
- Revised discussion of the impact of Islam on national culture to note significant diversity in cultural practices between nations where Islam is the major religion
- New closing case: Russian Culture

Chapter 5: Ethics, Corporate Social Responsibility, and Sustainability

- New opening case: Gucci's Code of Ethics
- New closing case: Who Stitched Your Designer Jeans?

Chapter 6: International Trade Theory

- New opening case: Global Trade in Semiconductors
- Updated Country Focus on China and currency manipulation
- Added discussion of the impact of trade wars on business practice in 360° View: Managerial Implications
- New closing case: Trade in Services
- Updated balance of payments data in the Appendix to reflect 2020 data

Chapter 7: Government Policy and International Trade

- New opening case: The Jones Act
- Updated discussion of the world trading system to reflect recent developments, including Brexit and ongoing trade disputes between the United States, China, and others.
- New closing case: America and Kenya Negotiate a Trade Deal

Chapter 8: Foreign Direct Investment

- New opening case: Tesla's Direct Investment in China
- Updated statistics and figures on foreign direct investment in the world economy to incorporate the most recently available data
- New closing case: JCB in India

Chapter 9: Regional Economic Integration

- New opening case: Britain Post-Brexit
- Updated discussion of Brexit and its aftermath
- Added discussion of the renegotiation of NAFTA by the Trump administration and the ratification of NAFTA's replacement, the United States– Mexico–Canada Agreement (USMCA)
- Additional discussion of new free trade deals in Africa
- New closing case: RCEP: The World's Largest Trade Deal

Chapter 10: The Foreign Exchange Market

- New opening case: Hedging the Thai Baht
- Updated data throughout the chapter to reflect currency exchange rates in 2020
- New closing case: Exchange Rates and the Profitability of Korean Airlines

Chapter 11: The International Monetary System

- New opening case: The Future of the U.S. Dollar as the World's Reserve Currency
- Updated data and discussion of the floating exchange rate regime through till 2020
- New closing case: Did the IMF Help Egypt?

Chapter 12: The Global Capital Market

- New opening case: Why do so many Israeli Companies List on American Stock Exchanges?
- Updated statistics and discussion to reflect most recently available data
- New closing case: Chinese IPOs in the United States

Chapter 13: The Strategy of International Business

- New opening case: Emirates Global Strategy
- New section: 360° View: Impact of the Macro Environment
- New closing case: Geely Holdings: China's First Global Car Company

Chapter 14: The Organization of International Business

- New opening case: Reorganizing Siemens to Compete Globally
- New Management Focus: IBM Moves Towards a Matrix Structure
- New section: 360° View: Impact of the Macro Environment
- New closing case: Philips: 120 years of Organization Change

Chapter 15: Entering Developed and Emerging Markets

- New opening case: Uber's Foreign Market Entry Strategy
- New section: 360° View: Impact of the Macro Environment
- New closing case: Vanguard in China

Chapter 16: Exporting, Importing, and Countertrade

- New opening case: Exporting to Egypt
- New section: 360° View: Impact of the Macro Environment
- New closing case: Maine Coast Company

Chapter 17: Global Production and Supply Chain Management

- New opening case: The Global Chip Shortage in the Auto Industry: Supply Chain Disruptions in the Age of COVID-19
- New section: 360° View: Impact of the Macro Environment
- New closing case: China: The World's Manufacturing Center in the Wake of Trade Wars and COVID-19

Chapter 18: Global Marketing and Business Analytics

- New opening case: Airbnb: Building a Global Brand by Emphasizing Local Experience
- New section: 360° View: Impact of the Macro Environment
- New closing case: Share a Coke

Chapter 19: Global Human Resource Management

- New opening case: Developing a Global Workforce at Colgate-Palmolive
- New section: 360° View: Impact of the Macro Environment
- New closing case: The Evolution of HR Strategy at IBM

Chapter 20: Accounting and Finance in the International Business

- New opening case: Google Ends its "Double Irish-Dutch Sandwich" Tax Minimization Scheme
- New section: 360° View: Impact of the Macro Environment
- New closing case: Microsoft's Acquisition of Skype

Integrated Cases:

- How the iPhone is Made: Apple's Global Production System
- Kenya: An African Lion
- Poland: Eastern Europe's Economic Miracle
- Culture and Business in Saudi Arabia
- Microsoft Goes Carbon Neutral
- A Tale of Two Nations: Ghana and South Korea
- American Steel Tariffs
- Starbucks' Foreign Direct Investment
- The Cost of Brexit
- Managing Foreign Currency Exposure at 3M
- Pakistan Takes Another IMF Loan
- Saudi Aramco
- Red Bull
- Dow Chemical's Global Matrix Structure
- Walmart International
- IKEA Entering India, Finally!
- Higher Education Exporting and International Competitiveness
- Blockchain Technology and Global Supply Chains
- Marketing Sneakers
- Global Mobility at Shell