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Driven by expanding domestic markets and exports of natural resource commodities, Latin America has recently come into focus as an economic force in the international arena. Business in Emerging Latin America provides students with a comprehensive overview of the business environment of this emerging, dynamic region. The book begins at the macro level, focusing on the region's geo-political, technological, social, competitive, and economic environments. It then moves to the micro level, devling into the mosaic of countries with distinct cultures and political economies that comprise Latin America. Capturing the dynamism of this region, Business in Emerging Latin America: Provides a thorough and nuanced understanding of the business environment Identifies major drivers of emerging market expansion within the region Analyzes the strategies of companies both within and outside of the region The book includes examples and cases from across the region, as well as chapters on entrepreneurship, leadership, HRM, sustainability, income inequality, social responsibility and transparency. An ideal resource for anyone considering a business venture in the region, the book will especially appeal to students of international business who have a particular interest in Latin America. For additional instructor resources, visit [www.latinamericabusinesknowledge.com](http://www.latinamericabusinesknowledge.com)

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Marketing in the Emerging Markets of Latin America provides a much needed analysis of business and marketing in Latin America. The book highlights the diverse characteristics of the Latin American business and marketing environment and the dynamic nature of regional and country markets. Addressing a broad variety of historical, political, economic, social, cultural and legal issues, the book offers unique insights into the enormous opportunities and challenges the region presents for implementing effective marketing strategies. The book is an extremely valuable resource for academics, practitioners and anyone interested in doing business in or with Latin America.

Success in today's globalized business environment requires deep knowledge of varied areas, and the willingness to engage in commerce not just across geographic areas, but cross-culturally and environmentally as well. Doing Business in Latin America offers an in-depth look at a complex region, integrating practitioners' and scholars' ideas to examine business conducted in Latin America through the lens of international business and globalization. The book introduces, discusses, and explains in detail the historical, economic, cultural, political, and technological impacts of globalization and business conduct in Latin American countries. It also considers the contemporary business environment of the area, looking at how current country and regional factors have affected the process of starting and operating businesses. Finally, it looks forward to the emerging trends that portend the future of business in these countries. With its combination of contemporary analysis and historical discussion, this book is a vital tool to all scholars and practitioners with an interest in the opportunities offered by the current Latin American business environment.

A practical and comprehensive guide to the business cultures, practices, and emerging opportunities in the dynamic growth region of South and Central America, for small- and large-business executives alike.

"Most of the research on multinationals has focused on companies from developed markets. Research on multinationals from emerging economies is relatively new and most of the attention has been focused on multinationals from Asia. Little research has been done on the internationalization strategies and challenges of Latin American multinationals. This book aims to fill this void. Studying Latin American multinationals will not only provide insights into specific strategies deployed by successful firms but will also identify best practices that can be employed by the next generation multinationals from emerging markets." --Book Jacket.

This hands-on guide teaches executives of small and medium-size U.S. companies how to establish and maintain profitable business in Mexico, Central America, South America, and the Caribbean. \* Identifies specific selling opportunities among 20 Latin American markets and Latino buyers in the United States

Did you know this? In 2006, U.S. exporters shipped four and a half times as much product to Latin America as to China. Latin America has more than 500 million consumers ready to buy U.S. manufactured goods. Now is the time to enter this emerging new market-but doing business in Latin America is not always easy. In An American's Guide to Doing Business in Latin America, author and international trade expert Lawrence W. Tuller shows you how to determine market risk, select reliable Latin American partners, and use export-trading companies to grow your business opportunities. He also provides up-to-date facts on the politics of the region and U.S.-Latin American relations. Following Tuller's advice, you'll learn how to: Finance exports and direct investment Create advertising strategies Partner with Latin American companies Latin America is ripe and ready for American business and investment. Are you ready to cash in? This book includes detailed information on: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Trinidad and Tobago, Uruguay, Venezuela

This second edition explores and accounts for the many changes in the emerging markets of China and the Latin American countries since 2011. Taking account of major developments such as the rapid expansion of the Chinese state and the on-going effects of the global recession, the authors present current case studies and data on both Chinese and Latin American companies, including updates on those included in the first edition and the presentation of new innovative start-ups. Including an international relations perspective alongside business strategy and global markets, The China-Latin America Axis second edition presents the drastic changes in the globalized economy in the past five years.

Entrepreneurship is a fundamental driver of growth, development, and job creation. While Latin America and the Caribbean has a wealth of entrepreneurs, firms in the region, compared to those in other regions, are small in size and less likely to grow or innovate. Productivity growth has remained lackluster for decades, including during the recent commodity boom. Enhancing the creation of good jobs and accelerating productivity growth in the region will require dynamic entrepreneurs. Latin American Entrepreneurs: Many Firms but Little Innovation studies the landscape of entrepreneurship in Latin America and the Caribbean. Utilizing new datasets that cover issues such as firm creation, firm dynamics, export decisions, and the behavior of multinational corporations, the book synthesizes the results of a comprehensive analysis of the status, prospects, and challenges of entrepreneurship in the region. Useful tools and information are provided to help policy makers and practitioners identify policy areas governments can explore to enhance innovation and encourage high-growth, transformational entrepreneurship.

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