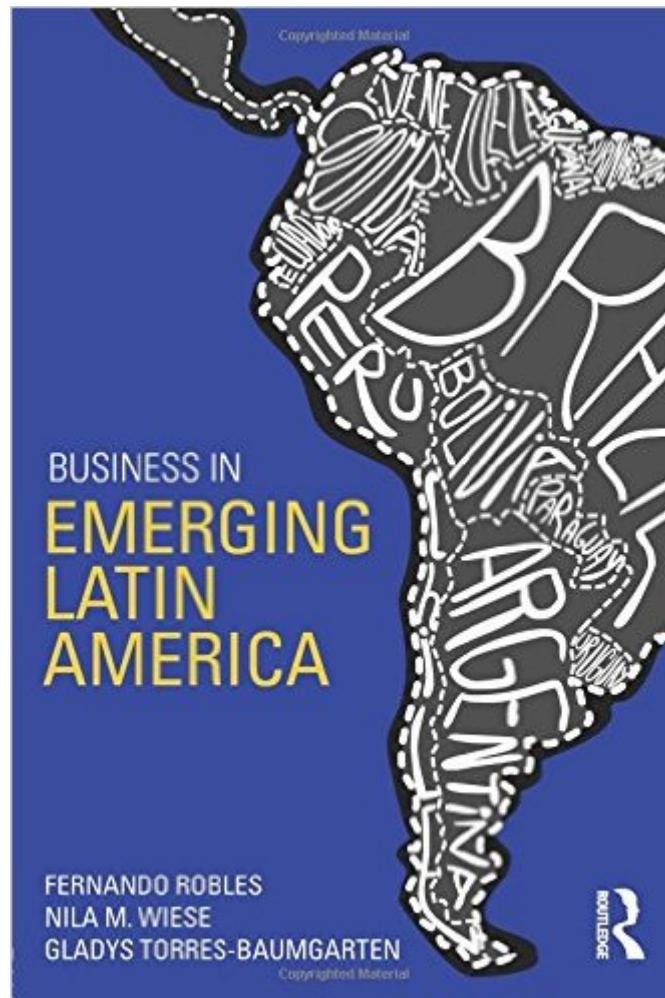


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Business In Emerging Latin America



Synopsis

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, delving 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.latinamericabusinessknowledge.com

Book Information

Paperback: 280 pages

Publisher: Routledge; 1 edition (July 16, 2014)

Language: English

ISBN-10: 0415859077

ISBN-13: 978-0415859073

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

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Customer Reviews

A wonderful resource for anyone venturing into the LatAm region. The authors delve into interesting yet subtle cultural differences that are crucial when operating in a business environment, but would take a native to explain and understand. The research is up-to-date and covers recent

developments in the region that should impact any business strategy, like the effects of the global financial crisis, the booming middle class, sustainability and social responsibility, etc. Also helpful for detailing the regional "poles" of influence and explaining the nature of trade relationships with other LatAm countries and the growing ties to Asia. Highly recommended.

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