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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.latinamericabusinessknowledge.com

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.

"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

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.

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.

Foreign Direct Investment from emerging economies reached \$130 billion in 2005, the highest level ever recorded. The number of multinationals from emerging economies in the global Fortune 500 has increased from 19 in 1990 to 47 in 2005, with about ten of them coming from Latin America. This book focuses on understanding this new phenomenon.

Examine the changing nature of foreign investments in Latin America! Generously enhanced with easy-to-understand charts, tables, and graphs, this book covers the ins and outs of foreign direct investment in the established and emerging markets of Latin America. In addition to an overview of direct investment for the entire Latin American region in the 1990s, this valuable book examines specific countries' experiences with FDI in that decade. These include Argentina, Chile, Mexico, Brazil, Peru, Ecuador, Paraguay, Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. Spending on environmental projects is on the rise, and Latin American nations are at the forefront of this financial whirlwind in the developing world. Foreign Direct Investment in Latin America: Its Changing Nature at the Turn of the Century examines the difficulties of assessing environmental investments. It analyzes the role of international capital in Latin-American environmental issues and discusses the major players, such as the World Bank, in international capital and the environment. Foreign Direct Investment in Latin America presents case studies that illustrate: the history of FDI in Argentina and the impact of the privatization of state-owned enterprises in 1991-1993 the similarities and differences between 1990s FDI in Mexico and Chile the ways that modern investment in Brazil differs in purpose from investment there in previous economic eras how Peru addressed its balance-of-payments crisis in a time when its domestic financial markets were thin and there existed few sources of financing besides banks how Paraguay's historical lack of infrastructure has hampered FDI efforts there Ecuador's financial and balance-of-payments crisis-its currency is in free-fall and its financial institutions are on the brink of collapse . . . and much more! Foreign Direct Investment in Latin America packs all this valuable information into a single user-friendly source. As we move into the new millennium, no student, educator, or investor interested in this quickly evolving, volatile market should be without it!

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