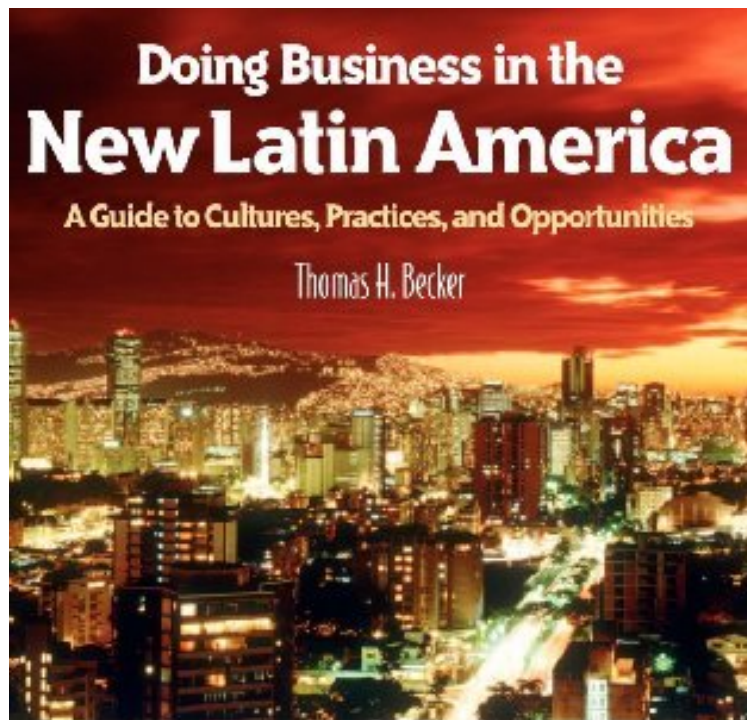


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Doing Business in the New Latin America: A Guide to Cultures, Practices, and Opportunities

Thomas H. Becker

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From Tijuana to Tierra del Fuego, Latin America is remarkably misunderstood, often viewed merely as a source of cheap labor, where corrupt politicians and drug lords run rampant. As a result, manyespecially smallerU.S. businesses are missing out on lucrative opportunities to expand their operations into this dynamic region, home to over 500 million consumers. Drawing from over 30 years of firsthand experience and research, Dr. Thomas Becker helps readers overcome these stereotypes and presents a concise and authoritative approach to conducting business in Mexico, Central America and the Caribbean, and South America.Featuring current economic, geographic, and demographic data, illustrative case examples, and scores of practical tips, the book delivers a wealth of insights for understanding market conditions, assessing competitive opportunities, and negotiating successful deals. Chapters on the history and culture of Latin America explain the context for how business relationships are established and sustained, and illustrate the profound changes that are positioning the region for renewed growthparticularly for small- and medium-sized U.S. businesses. Subsequent chapters cover the details of business practicesfrom choosing distribution partners and managing logistics to conducting yourself in meetings and trade shows to getting paid and protecting intellectual property. Integrating strategy and tactics, the author shows you how to separate fact from fiction and earn a passport to profit in a region that is breaking with its past.

"Well-written, interesting, and useful, this volume on doing business in Latin America contains six chapters organized in three sections: People, Places, and Possibilities, Why and How Latin Americans Do Business Differently, and The Art of Making and Keeping the Deal. . . . This well-organized work will be useful to business people and economists interested in the Latin American market, and the balanced economic history survey of the region will appeal to economists, bankers, and finance specialists. In addition, the discussion of the art of making and keeping a business deal active will be valuable to managers and prospective investors. . . . Recommended. Upper-division undergraduate through professional collections." - Choice"Becker concisely describes the cultures and practices of Latin America, highlighting emerging opportunities in the growth region of Mexico, Central America, the Caribbean, and South America. He also describes the untapped Latin American market that exists within the borders of the United States. . . . Becker provides the reader with the initial tools and thought patterns necessary to do business in the new Latin America. This book is a must read for entrepreneurs seeking opportunities there." - Multicultural Dr. Becker draws on his extensive experience throughout Latin America in both the public and private sectors. There's no substitute for experience and Dr. Becker shares his most profound insights into the soul of the Latin psyche. (Dr. Charles T. Crespy, ^LDean and JPMorgan Chase Professor of Business^LCollege of Business Administration^LUniversity of Texas, El Paso)I find Dr. Becker's book an excellent guide, not only for newcomers to Latin American business, but also for those of us who are veterans in the vagaries of engaging in commerce in the areahellip;. I have seen and been involved with ventures which, if not outright failures, were fraught with tension, distrust and unfilled opportunities for profit. A reading of Dr. Becker's book would have made my personal involvement in these much easier and certainly would have been a good guide for those involved in the unsuccessful incidents I witnessed as to how they could have avoided the undesirable consequences. (M. H. Gilmore, ^LSenior Vice President^LPacific National Bank)After reviewing this book, I highly recommend it for anyone wanting to learn more about business in Latin America. Not only will it be helpful for those smaller businesses wishing to expand into the region, but it will also offer new insights for those already doing business there. The author provides a wealth of information and knowledge about the subtleties of Latin American culture that are available in no other single source. Futhermore, it reads easily as it rewards greatly. (Van V. Miller, ^LAssociate Professor of International Business^LTexas AM International University)A long overdue book with a rich understanding of the powerful transformations taking place in Latin America's social order and the business opportunities they are creating for small and medium sized U.S. companieshellip;. I would make this book required reading for the State's Trade Specialists and endorse its extensive use in their statewide presentations to export seminar and workshop participants, Economic Development agencies, Chambers of Commerce, SBA, SBDC's and Civic Groups. (Roberto Castillo, ^LTrade Director^LState of New Mexico)Tom Becker's overview of the history and current economic conditions and opportunities in Latin America are both comprehensive and compelling. We have been conducted dozens of trade advancement missions during the last few years and fully concur with his assessments

and applaud his pragmatic approach and advice. Excellent job! (Winthrop M. Hallet III, ^LPresident^LMobile Area Chamber of Commerce)A tour de force of practical advice based on sound research of how business is being done in Latin America in the 21st century. As a Latin America business veteran and accomplished academic, Dr. Becker knows the strengths and limitations of small- and medium-size U.S. companies as they venture abroad. Writing with clarity and wit, he outlines an easy-to-read blueprint to guide executives through all aspects of doing business ranging from broad strategy to detailed operating checklistshellip;. I found this book to be a refreshingly up-to-date summary of how deep-seated shifts in the economic landscape of Latin America are changing the ways in which business is conducted in that region's growth-positioned markets. I highly recommend it as a valuable resource for practicing managers as well as serious students. (Dr. Arthur E. Snyder, Dean, ^LTabor School of Business^LMillikin University)About the AuthorThomas H. Becker is an economic development authority and management trainer specializing in Latin America. He has lived, operated businesses, or worked in 16 Latin American countries, and currently serves as advisor to government agencies, private businesses, universities, and NGOs. His academic background includes degrees in Latin American American Studies and a PhD in International Business. He has served on the business faculty of five universities in the U.S. and Latin America, has written over 100 articles and book chapters in English and Spanish, and is a former president and managing director of the Business Association of Latin American Studies.