



Doing Business in the New Latin America: Keys to Profit in America's Next-Door Markets, 2nd Edition

Thomas H. Becker

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Unlike the "old" Latin America, today's Latin America is both readily accessible to smaller North American companies and is being transformed into a bustling business environment. However, for those without a native, in-depth understanding of the emerging changes within today's Latin American marketplace and a grasp of the cultural implications at hand, doing business in Latin America can still be challenging for smaller U.S. exporters and importers.

Doing Business in the New Latin America: Keys to Profit in America's Next-Door Markets, Second Edition serves as an insider's travel guide and trader's manual for understanding the region's market environment and best export sales opportunities in each of its countries. It lays the groundwork for finding and developing ideal prospects while avoiding pitfalls and foreigners' faux pas. Part I familiarizes readers with Latin America in general, profiling its nations from a business perspective; Part II explains how Latin American business attitudes developed from a historical perspective. The third section of the text focuses on the all-important art of making—and keeping—the deal.

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