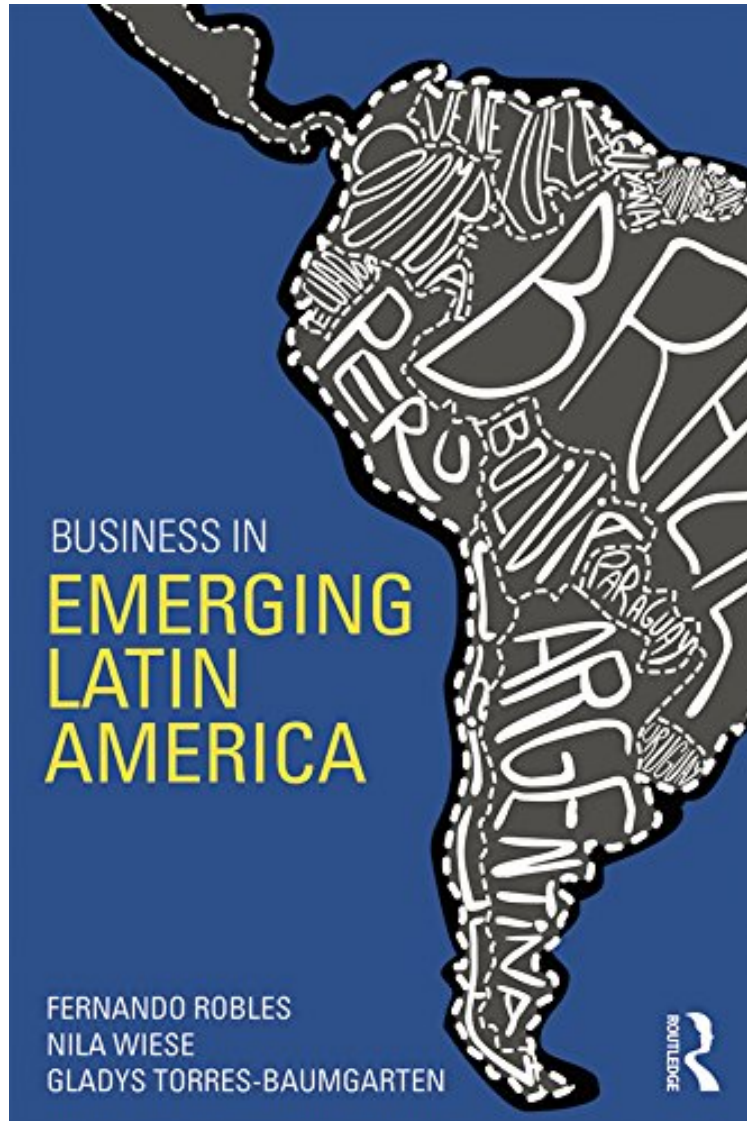


Business in Emerging Latin America

Fernando Robles, Nila Wiese, Gladys Torres-Baumgarten
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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, 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

"Latin America offers tremendous opportunities for growth in the future. Dr. Robles, Dr. Wiese and Dr. Torres-Baumgarten have done an excellent job in providing a comprehensive overview of the major drivers and complexities of the Latin American business environment, offering readers a crucial understanding of how to adapt to the challenges that face developing countries as they grow into advanced economies. Business in Emerging Latin America is a useful and insightful guide to analyzing strategies for business expansion within this dynamic region." - Brian Marino, Regional Director for Latin America, Subway International, B.V. About the Author Fernando Robles is Professor of International Business and International Relations at the School of Business of the George Washington University, USA. His research and consulting experience is in global marketing and regional marketing strategies. He has published widely in academic and professional journals, and serves on the editorial boards of *Academia*, *Management Decision* and the *Journal of Asia Pacific Business*. Nila Wiese is a Professor of International Business and Marketing and the Director of the Business Leadership Program at the University of Puget Sound, USA. She teaches and researches in the areas of international business strategy and economic development in Latin America and emerging economies. She has extensive experience consulting and training with small businesses in Central America. Gladys Torres-Baumgarten is Associate Professor of International Business at Ramapo College of New Jersey, USA. Her research interests focus on international marketing, as well as foreign direct investment issues in emerging markets with particular emphasis on Latin America and Africa. Her articles have appeared in marketing, management, and international business academic journals.