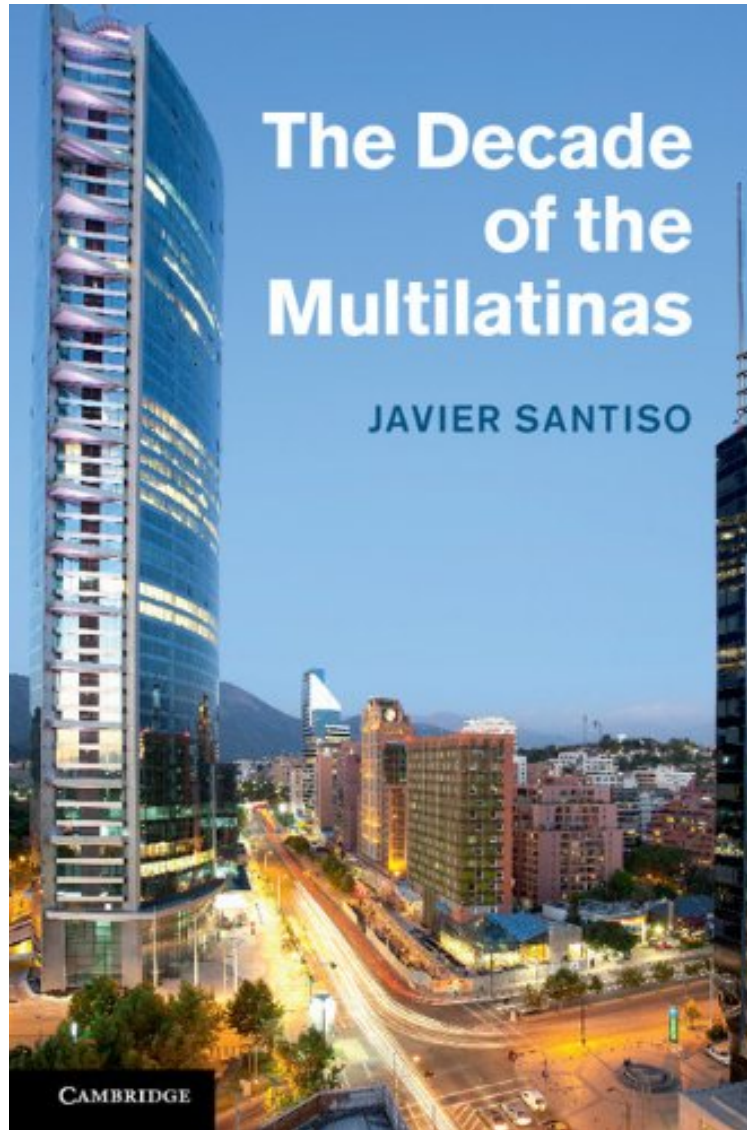


(Free) The Decade of the Multilatinas

# The Decade of the Multilatinas

*Javier Santiso*

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**Javier Santiso : The Decade of the Multilatinas** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Decade of the Multilatinas:

0 of 0 people found the following review helpful. Must read on multinationals and the rise of Latin AmericaBy Ana PalacioWith all of the talk about global rebalancing and the "rise of the rest", surprisingly little attention has been given to the role that multinationals from emerging markets play as economic drivers. Perhaps nowhere have these overlooked actors been more important than in Latin America, which is witnessing a boom in the performance of large private companies. This book is a must read for those interested in understanding the shifting global economy and the

future of broader transatlantic relations. It serves as an excellent guide to the rise of "multilatinas" (Latin American multinationals) using a data-driven approach to demonstrate their growing influence. As Latin American companies continue to extend their reach beyond the region their role in the global economy will only become more significant. 0 of 0 people found the following review helpful. A fascinating and rigorous book By Rajeev Singh-Molares Javier's book is a rigorous and data driven look at an important part of the continuing globalization of trade. Many of Latin America's companies are well known, but the book also highlights many names that will surely become more visible in the years to come. It gives an interesting perspective on how the growth of these players will continue, the impact they have on their investment destinations, the linkage with Spain, and their overall importance in the bigger globalization trends. Its a great read and helps to highlight the growing importance of Latin America in the 21st century global economy. 0 of 0 people found the following review helpful. A reference book to understand LATAM and emerging markets dynamics By ed fernandez I recently relocated to US to oversee LATAM Operations for my company. As a newcomer to the region this book has been instrumental for me to understand business dynamics and screen out trends and market priorities. Javier has done a thorough work documenting it providing an unique and extremely valuable 'insider' view as only someone with close experience to those territories could. Arguably one of the best guides to get acquainted to LATAM, its markets, business insights and trends. @efernandez

Latin American multinationals (multilatinas) have been central in the rise of emerging markets in the last few decades. Their development comprises part of the global shift of wealth and power between nations. The rise of firms in a broad range of sectors - including construction, oil, telecommunications and the aeronautical industry - as important regional and global players is spreading: companies in Brazil, Mexico, Colombia, Chile and many others are part of this increasing phenomenon. This book analyses the trends, the countries and the firms involved, and explores the implications for the US, China, Spain and the rest of Europe. In particular, Javier Santiso examines how Spain might profit from positioning itself as a unique hub between Europe and Latin America. The Decade of the Multilatinas includes a wide range of statistical data which will be useful to scholars, policymakers and commentators on Latin America in particular, and international business and emerging markets more generally.

"The continued growth in global trade and investment is rapidly forcing us to rethink the way we look at the role of the emerging economies. Early in this long process, the focus was on local production in these economies, based on cheap labor and abundant resources. But much more is going on. This timely book focuses on the impressive international expansion of Latin corporations, an important topic that thus far has not received much attention. I highly recommend it to all audiences." - Arminio Fraga, Founder of Gaacut;vea Investimentos (acquired by JP Morgan) and former Governor of the Central Bank of Brazil "Thank you for a very timely and relevant book on a subject that will impact all our lives. Whether in business or not, this is a must-read." - Marcelo Claire, Chairman CEO, Brightstar Corp "Javier Santiso highlights in his book the role of multilatinas. This is not a new phenomenon. What is new is the magnitude of capital flows and the rising number of firms that are deciding to open offices in different cities, or buy existing businesses in different countries. Specialists such as Javier Santiso have identified five general reasons for companies to go international, including access to technology, resources, markets, strategic assets, and a more diversified client base. Indicators demonstrating higher-than-average investment returns tend to weigh in on this decision. I highly recommend this book." - Luis Alberto Moreno, President of the Inter-American Development Bank "The book is a timely and highly informative overview of globalization from the perspective of the rise of multinationals based in Latam. It rightly points out the key role of Spain as the port of entry of Latam companies expanding in Europe." - Andreacut; Esteves, Partner and CEO of BTG Pactual About the Author Javier Santiso is Professor of Economics at ESADE Business School and Vice President of the ESADEgeo think tank. Previously he has held the position of Chief Economist and Director General of the OECD Development Centre, responsible for emerging markets. He has also been Chief Economist for Emerging Markets of BBVA and adviser on emerging markets for Pfizer and Lazard.