



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, many—especially smaller—U.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 growth—particularly for small- and medium-sized U.S. businesses. Subsequent chapters cover the details of business practices—from 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.

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