



Doing Business In Latin America: Challenges and Opportunities

By John E. Spillan, Nicholas Virzi, Mauricio Garita

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Success in today's globalized business environment requires deep knowledge of varied areas, and the willingness to engage in commerce not just across geographic areas, but cross-culturally and environmentally as well. *Doing Business in Latin America* offers an in-depth look at a complex region, integrating practitioners' and scholars' ideas to examine business conducted in Latin America through the lens of international business and globalization.

The book introduces, discusses, and explains in detail the historical, economic, cultural, political, and technological impacts of globalization and business conduct in Latin American countries. It also considers the contemporary business environment of the area, looking at how current country and regional factors have affected the process of starting and operating businesses. Finally, it looks forward to the emerging trends that portend the future of business in these countries.

With its combination of contemporary analysis and historical discussion, this book is a vital tool to all scholars and practitioners with an interest in the opportunities offered by the current Latin American business environment.

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Editorial Review

Review

"This book offers an in-depth look at a complex region, integrating the ideas of scholars and practitioners to examine businesses conducted in Latin America. The book consists of nine chapters: "Introduction to the Latin American Environment," "The Economic History of Latin America from Independence to the Debt Crisis of the 1980s," "The Economic Climate in Latin America," "Culture and Business," "Economic Climate of Doing Business in Latin America," "Political Climate," "Establishing Businesses in Latin America," "Marketing to Latin American Consumers," and "Learning from the Past." The book also includes 23 country economic surveys, including those from Guyana, Suriname, and Jamaica. There are numerous interesting graphs and tables along with two cases, but the bibliography leaves out the Proceedings of the Business Association of Latin American Studies. With its combination of contemporary analysis and historical discussion, this book is well crafted. The ability of the authors to view Latin America through the lens of international business and globalization will make this book very useful for MBA students, upper-division undergraduates, and corporate executives. Summing Up: Recommended. Upper-division undergraduates and above."--K. J. Constas, Fayetteville State University, CHOICE, January 2015

About the Author

John E. Spillan is Professor of Business at the University of North Carolina at Pembroke, USA. His articles have appeared in several leading journals including the *Journal of Teaching in International Business*, *The Journal of Small Business Strategy*, and the *Journal of Business in Developing Nations*.

Nicholas Virzi is Senior Vice President of the American Chamber of Commerce, as well as a Director at the Private Sector Council for Competitiveness in Guatemala.

Mauricio Garita is Professor at the Universidad Rafael Landivar and Universidad Galileo, Guatemala, specializing in international economy, game theory and microeconomics.

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