



# Doing Business In Latin America: Challenges and Opportunities

*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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