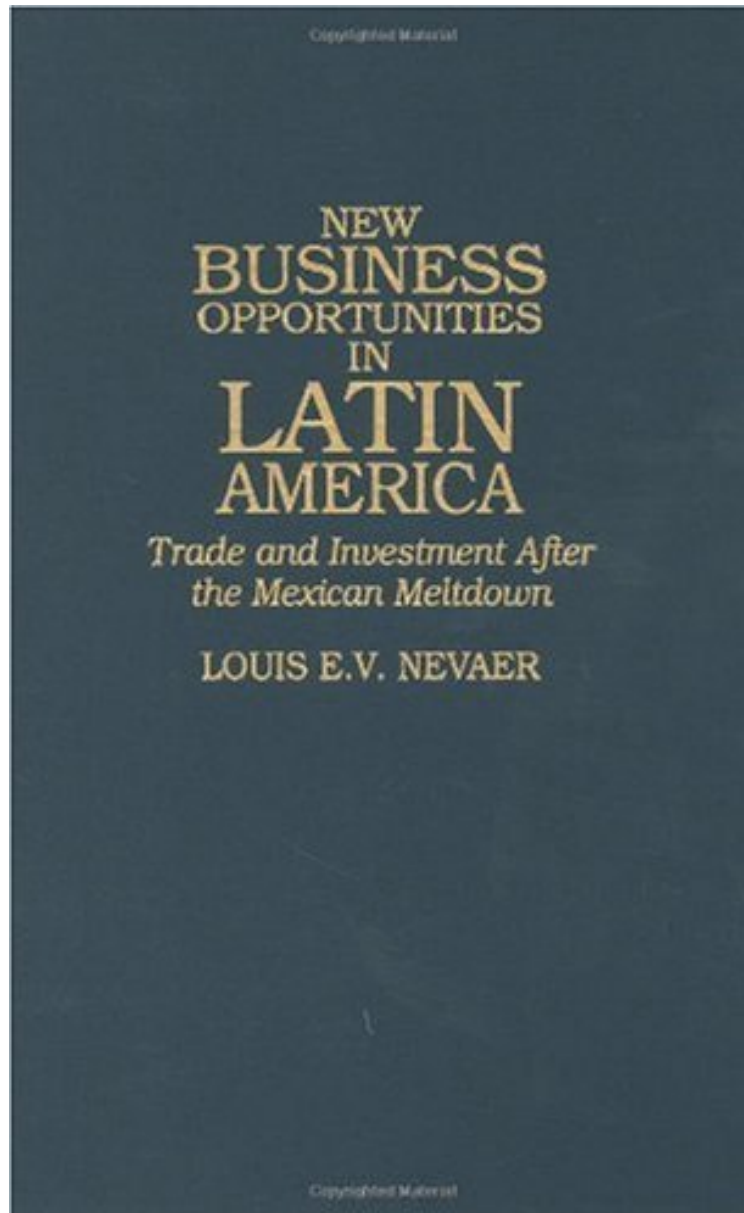


# New Business Opportunities in Latin America: Trade and Investment After the Mexican Meltdown

*Louis E.V. Nevaer*

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By Aaron Cavanaugh  
Hi, This book is a good overview of doing business via the USA to all points south. The first half of the book is mostly about USA/Mexico relations. The last half goes over all the primary business dealing countries individually. The book was published in 1996 so the information is very detailed up until that point. Overall, good historical analysis of 20th century politics and economics of Central and South America countries in relation to business with USA. Thanks. God Bless. Aaron.

There are no miracles in Latin America, says international consultant Louis Nevaer - only opportunities - and with economic integration well underway, these opportunities are more promising than ever for U.S. businesses. Trade barriers fell at the Summit of the Americas, and even the Mexican meltdown failed to dim the Latin American promise. How U.S. businesses can participate in these processes of democratization and liberalization in Latin America is the subject of Dr. Nevaer's wide-ranging discussion. With attention not only to economic and trade considerations, but also to social, political, and cultural events and characteristics of the Latin American business scene, Dr. Nevaer provides readers with unusually rich up-to-date insights into how business is done there and how U.S. businesspeople can do it. This is important reading for corporate management at all levels, economists, international bankers and investors, and for their colleagues in the academic community who share their interests. Dr. Nevaer starts with a general discussion of American business and business people in Latin America, and then puts the Latin American business scene in historical perspective. He looks the same way at the Mexican meltdown, focusing not only on Mexico's recovery, but on the residual social and economic problems as well. He then discusses strategies for turbulent markets throughout Latin America, Central America, and the Caribbean Basin Nations, with fascinating insights into the things that U.S. businesspeople can and cannot expect in their day-to-day interactions with their Latin American counterparts. Of special interest are the fourteen appendices. Together they provide a detailed list of sources for business information - an easily accessed guide that executives with special needs and concerns will find essential, and which will also be of help to scholars and academic researchers.

"This important addition to the international business management literature will definitely prove valuable for professionals seeking business opportunities in Latin America.... The format is similar for each area and country covered: background, economic model, political and market conditions, and quick facts. Moreover, Nevaer presents material on culture; differences such as notion of self, nature of civility, philosophical worldview, and role of modernity are discussed." -Choice  
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From the Back Cover  
There are no miracles in Latin America, says international consultant Louis Nevaer - only opportunities - and with economic integration well underway, these opportunities are more promising than ever for U.S. businesses. Trade barriers fell at the Summit of the Americas, and even the Mexican "meltdown" failed to dim the Latin American promise. How U.S. businesses can participate in these processes of democratization and liberalization in Latin America is the subject of Dr. Nevaer's wide-ranging discussion. With attention not only to economic and trade considerations, but also to social, political, and cultural events and characteristics of the Latin American business scene. Dr. Nevaer provides readers with unusually rich, up-to-date insights into how business is done there and how U.S. businesspeople can do it. This is important reading for corporate management at all levels, economists, international bankers and investors, and for their colleagues in the academic community who share their interests. Dr. Nevaer starts with a general discussion of American business and businesspeople in Latin America, and then puts the Latin American business scene in historical perspective. He looks the same way at the Mexican "meltdown", focusing not only on Mexico's recovery, but on the residual social, and economic problems as well. He then discusses strategies for turbulent markets throughout Latin America. Central America, and the Caribbean Basin Nations, with fascinating insights into the things that U.S. businesspeople can - and cannot - expect in their day-to-day interactions with their Latin American counterparts. Of special interest are the fourteen appendices. Together they provide a detailed list of sources for business information - an easily accessed guide that executives with special needs and concerns will find essential, and which will also be of help to scholars and academic researchers.  
About the Author  
LOUIS E.V. NEVAER is Director of Political Analysis at International Credit Monitor, a consulting firm specializing in political risk assessment, located in Coral Gables, Florida. He has consulted worldwide to governments, corporations, and nonprofit organizations. Among his various journal publications and five previous Quorum books is *Strategies for Business in Mexico* (1995), a timely and authoritative account of the recent Mexican meltdown.