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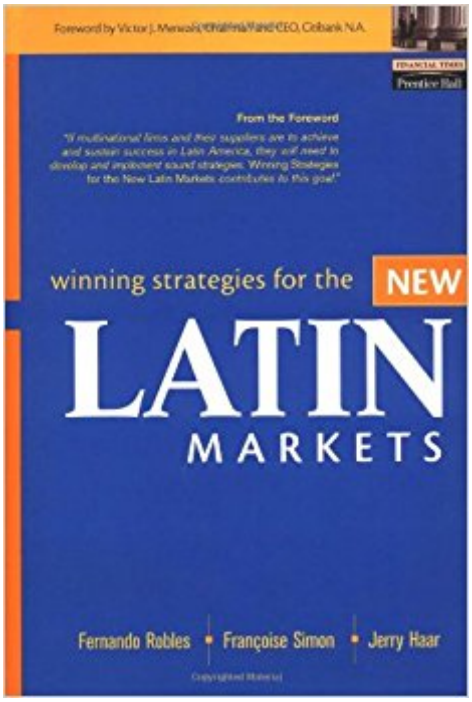
Winning Strategies For The New Latin Markets



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Synopsis

Global corporations are rapidly discovering an emerging market of nearly 600 million Latin consumers in the United States and Latin America. In Winning Strategies for the New Latin Markets, three experts analyze the Latin market’s unique dynamics and offer end-to-end strategies for success. They illuminate dramatic transformations in demographics, economics, local competition, regulation, technology, and culture. Then, through executive interviews and case studies, they offer insights into key strategies for every aspect of doing business: regional market expansion, market segmentation, branding, distribution, financing, and corporate structure.

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Customer Reviews

Global corporations are rapidly discovering an emerging market of nearly 600 million Latin consumers in the United States and Latin America. In "Winning Strategies for the New Latin Markets," three experts analyze the Latin market’s unique dynamics and offer end-to-end strategies for success. They illuminate dramatic transformations in demographics, economics, local competition, regulation, technology, and culture. Then, through executive interviews and case studies, they offer insights into key strategies for every aspect of doing business: regional market expansion, market segmentation, branding, distribution, financing, and corporate structure.

DR. FERNANDO ROBLES is Professor of International Business at the School of Business and Public Management at George Washington University. His areas of research and consulting are

global marketing and regional marketing strategies. Dr. Robles was President of the Business Association of Latin American Studies from 1989-1990 and served as its Chairman of the Board of Trustees. He has given seminars and participated in executive management programs in Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Mexico, and Peru. His work has appeared in The Journal of International Business Studies, International Marketing Review, The International Executive, Thunderbird International Business Review, Latin American Business Review, and many other publications. A native of Peru, Dr. Robles holds an M.B.A. from Georgia State University and a Ph.D. from Pennsylvania State University. DR. FRANÃƒâ ¡OISE SIMON, President of SDC Consulting and Professor of Marketing at Columbia University, researches global strategies in the consumer, health, and high-tech sectors. She is co-author of Europe and Latin America in the World Economy and Growing Your Business Globally and has led practices in global strategy and marketing at two major consulting firms. Dr. Simon has designed and led over 200 management seminars for Fortune 500 firms and major European and Asian multinationals. She received the Margaret Chandler Award for Commitment to Excellence at Columbia University, and she is a member of the Council on Foreign Relations. She holds an M.B.A. from Northwestern University and a Ph.D. from Yale University. DR. JERRY HAAR is Director of the Inter-American Business and Labor Program at the Dante B. Fascell North-South Center, University of Miami, as well as Senior Research Associate there and at the Wharton School of the University of Pennsylvania. Dr. Haar has held visiting appointments at Harvard and Stanford and has been a Fulbright Scholar at the FundaÃƒÂ§Ãƒ£o GetÃƒÂºlio Vargas in Brazil. He has also served as director of Washington programs for the Council of the Americas, a New York-based business association of more than 200 corporations comprising a majority of U.S. private investment in Latin America. Dr. Haar has written eight books and numerous articles that appeared in such publications as The Wall Street Journal, The New York Times, Financial Times (London), and BusinessWeek. He holds a Ph.D. from Columbia University. Foreword by Victor J. Menezes, Chairman and CEO, Emerging Markets Business, Citigroup

The book is a must read for anyone serious about strategy in Latin America, or anyoneinterested in the Hispanic segment of the U.S. market. The authors have a deep understanding of Latin culture and business and are able to explain clearly and objectively the risks involved in Latin America, while at the same time presenting an unbiased picture of the unlimited opportunities in the region. They also provide the reader a road map for avoiding common mistakes when doing business in the region and present some innovative tools to develop sound strategies in the market. The book?s

content definitely lives up to its title. Winning Strategies for the New Latin Markets is a clear, thorough, and convincing state-of-the-art volume that will prove indispensable to executives, business students, and others interested in the Latin American and U.S. Hispanic markets.Eugenio Sevilla-Sacasa

This timely book is a must for anyone contemplating investing or trading in Latin America. It offers the most complete insight of the region's business/economic climate. Moreover, it serves as an excellent guide to avoid the many stumbling blocks often encountered by many U.S. businessmen in formulating a business case or strategy. The chapter on 'Reaching the New Latin Consumers' is most instructive. Here the authors' thorough analysis on identifying and reaching the consumer is vital to any business case. Too often U.S. companies fail to fully understand the Latin consumer in terms of demand and purchasing power. The Mexican and Brazilian case studies presented are outstanding. Again this gem of a book is indispensable to anyone interested or planning to go after the 600 million population south of the border.

For anyone interested in business in Latin America, this book is an instant classic--a seminal strategy book, in the mold of Porter, Ohmae, Hamel, and Prahalad. It's original and innovative conceptual framework, comprehensive statistical data, and rich and insightful cases will prove invaluable to executives, consultants, professors and students. Although the Latin American region is currently experiencing a "rough patch", scores of firms continue to implement winning strategies and reap huge benefits. Robles, Simon, and Haar illustrate these strategies with tremendous insight and depth of analysis.As Latin America recovers economically and growth takes off, as it eventually will, this book will serve as an indispensable road map for companies doing business (or considering business) in the region.

Many neophytes think of Latin America as a large, undifferentiated arena in which to sell. Robles, Simon, and Haar show otherwise. Based on more than 100 interviews with key decision makers, they talk about how to reach tens of millions of customers and clients across Latin American. They delve into the impact of technology on the value chain in Latin America and show likely growth scenarios. But, their major contribution is showing how strategic thinkers approach Latin America and the differing strategic approaches they use to win in one of the world's most important and fastest growning makets. Not just a good read, but informative to anyone wanting to do business in Latin America. Highly recommended.

Winning Strategies for the New Latin Markets is a "must buy". It is an extremely well-written, thorough and up-to-date presentation and assessment of the new dynamics at play in Latin American markets--including the U.S. Hispanic market--and, through case examples, shows how companies can boost both profits and market share in this challenging environment.

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