



Latin American Business Cultures

Robert Crane, Carlos G. Rizowy

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For International Business and Cross-Cultural Management courses. This concise, practical book was written to better understand the business cultures in eleven Latin American countries, while providing students with a historical perspective to cultural differences. To deal with what is an inherently vague and as yet ill-defined subject--the cross-cultural relations of Latin America--this book uses a series of filters to detect the illusive cultural factors in Latin American life.

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