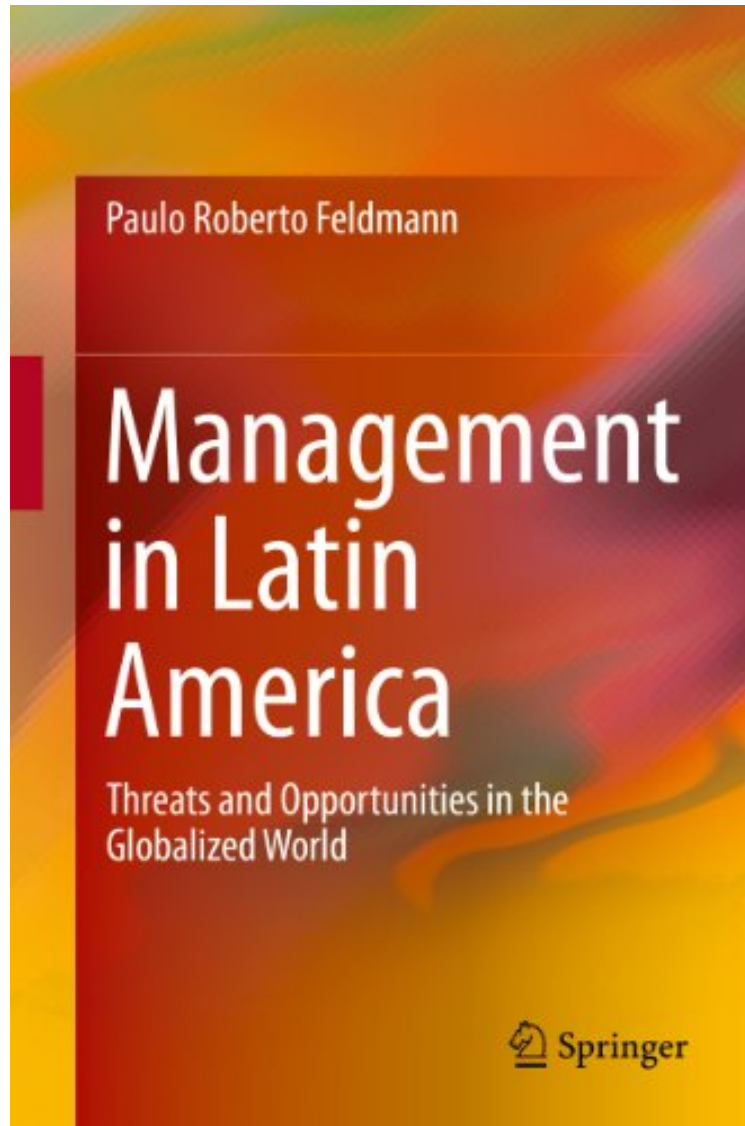


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Management in Latin America: Threats and Opportunities in the Globalized World

Paulo Roberto Feldmann

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The aim of this book is to analyze the quality of entrepreneurial management and economic development in the Latin

American region from a microeconomic point of view. It seeks to explain the Latin American way of business management as well as envision ways in which Latin American businesses can increase productivity and innovation in order to successfully compete in the global market. Latin America comprises nearly 8.5% of the global population and represents over 8% of the global GDP, yet it is home to only 12 (or less than 2.5%) of the world's 500 largest companies. In this volume, the author analyzes the unique dynamics of Latin American corporate culture to consider the particular obstacles to more successful performance. Drawing evidence from dozens of companies across the eight largest Latin American economies, he notes that Latin American companies have evolved in the context of a highly aristocratic and oligarchic society, dominated by patriarchal families from the upper classes. Corporate structure, especially in family-owned companies, is based largely on patronage and privilege and often characterized by unnecessary hierarchy, redundant responsibilities and poor communication and information management systems. Operating in relative isolation, with little incentive to invest in innovation to compete against foreign products has reinforced this conservative culture. Taking a fresh perspective that focuses at the firm level, with an emphasis on corporate administration, the author presents a compelling explanation for Latin America's delay in economic development and offers insights for promoting innovation and entrepreneurship, identifying promising industrial sectors and improving productivity and competitiveness on the global stage.

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