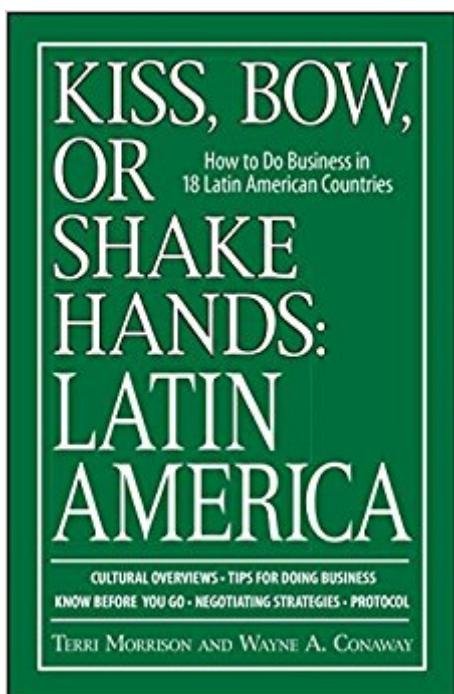


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# Kiss, Bow, Or Shake Hands Latin America: How To Do Business In 18 Latin American Countries



## **Synopsis**

This volume explores how people from various cultures perceive information and negotiate business deals. It covers topics such as gift-giving, value systems, cognitive styles and personal space.

## **Book Information**

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## **Customer Reviews**

Terri Morrison conducts seminars in intercultural communications, has written for many publications, has appeared on numerous TV shows, and has been profiled and quoted in national newspapers and magazines from the Wall Street Journal to Fortune. Wayne A. Conaway is the co-author of several books on cross-cultural communications. He has written more than a hundred articles for a variety of magazines, on topics ranging from airport medical clinics to neon signs.

It had been a long time since I have done business in Latin America, specifically South America. So, I anxiously ordered this book and read it cover to cover. I felt 'armed and ready to go' for any business situation/social situation with business acquaintances. Sadly, the advice in this book is woefully out of date. The advice must be at least 10 years old ..... which is about when I last did business in Argentina & Brazil. For me, this book was a waste of money and time.

Having worked in Latin America, I wish I had had access to this book prior to living there! As the Latin countries are becoming developed nations and having a larger role on the international stage, their citizens will become increasingly visible and partners with all of us. This will call for knowing how to do business with Latins. Parts of this book will be integrated into my Global and International

Education course, as an increasing number of my graduate students are taking positions in South and Central America. They will be a step ahead. Thanks!

This has been a life saver, and great explainer. I work with clients all over the world and this has made it easier to do business and yo know what to expect from most nationalities. Great for a beginner, business person, or even the well traveled.

This is an extraordinary tool for those of us who like to have a little cultural background information about the people we work with. I just love it!

This book is great and very informational. Great purchase for those who want to know more about the cultural tendencies and how they affect business etiquette in various Latin American countries.

The information in this book truly helped me with my Business in the Western Hemisphere class! The book is very resourceful and informative.

I was recommended this book by my coworkers to help with my international business trips and with dealing with foreign workers

I bought this for my daughter who does a lot of business travel. She never leaves home without it. Valuable resource for business travelers doing business in Latin America.

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