



Business Development Opportunities and Market Entry Challenges in Latin America

Mauricio Garita

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Latin America has long held an important role in international economics and continues to attract attention as the region faces restructuration and implements new business conceptions. As a result, Latin America continues to experience economic growth, which further affirms the regions great potential for future business endeavors.

Business Development Opportunities and Market Entry Challenges in Latin America provides a practical, in-depth look at the different challenges and opportunities present in the Latin American economy. This text is of use to policymakers, managers, academicians, researchers, advanced-level students, technology developers, and government officials in furthering their research exposure to pertinent topics in market entry and business development in the region.

This publication guides the reader to an understanding of the Latin American region both theoretically and practically through a collection of chapters concerning microfinance, political trust, opportunities and challenges for entrepreneurial activity, public-private academic cooperation, and poverty in Latin America.



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