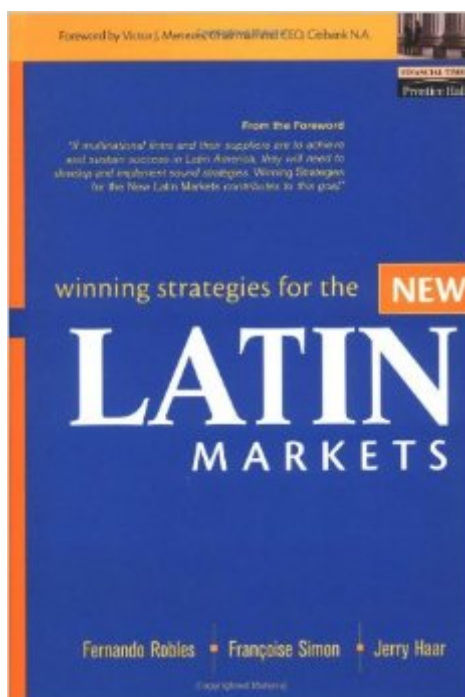


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# Winning Strategies For The New Latin Markets



## 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

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 growing markets. Not just a good read, but informative to anyone wanting to do business in Latin America. Highly recommended.

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.

The book is a must read for anyone serious about strategy in Latin America, or anyone interested 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

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.

*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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