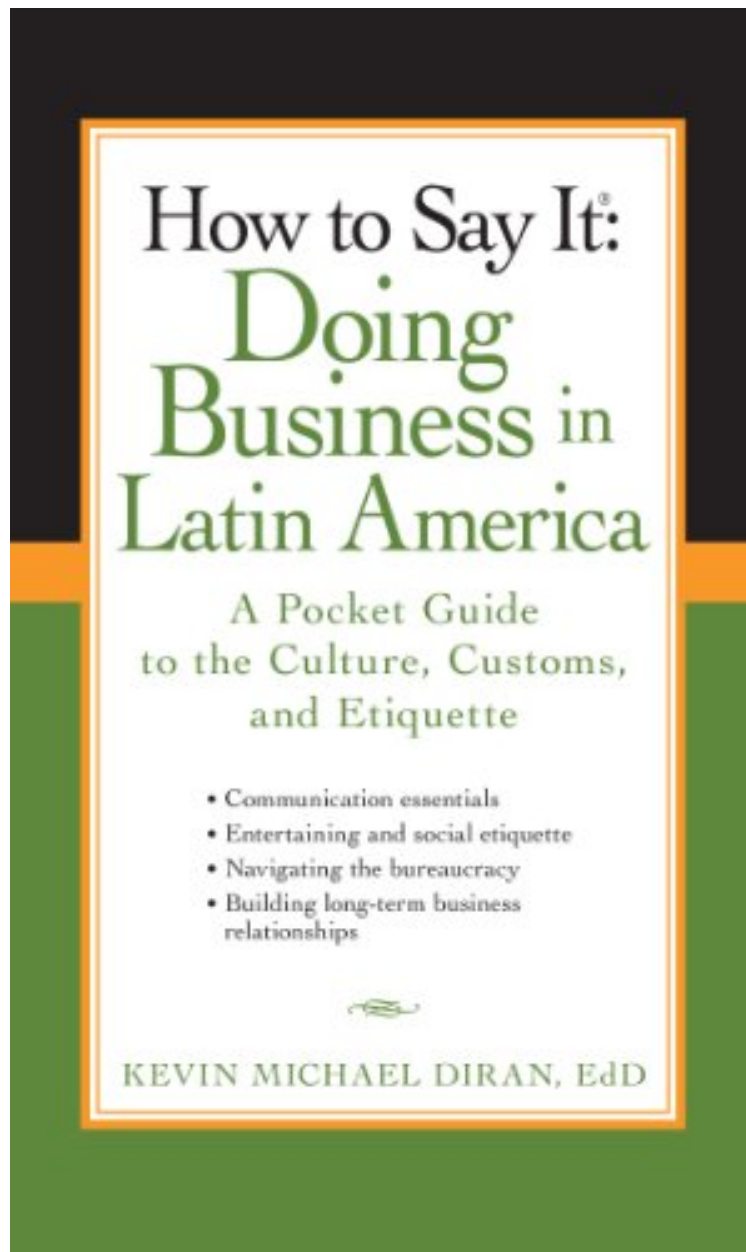


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## How to Say It: Doing Business in Latin America: A Pocket Guide to the Culture, Customs and Etiquette (How to Say It... (Paperback))

*Kevin Michael Diran*

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2 of 2 people found the following review helpful. Essential guide to business etiquette in Central and South America  
By Rolf Dobelli  
Conducting business in Latin America requires a solid understanding of local social customs. Be forewarned that outsiders may consider some business traditions inefficient. For example, long lunch breaks and frequent discussions of family matters are common elements of a typical workday. Resisting such traditions is impractical from a professional point of view. International commerce consultant Kevin Michael Diran warns that businesspeople from outside Latin America will struggle there unless they adapt to the cultural climate. His book provides a guide to acceptable business behavior throughout the region and includes detailed descriptions of the customs and common courtesies in 17 countries. [getAbstract](#) recommends this primer to readers who are interested in commercial opportunities in Latin America and want to learn more about how companies prosper there.  
0 of 0 people found the following review helpful. Useful even for tourists  
By carol  
I traveled to South American 2 years ago, going from Buenos Aires around the Horn to Santiago. A friend loaned me this book and it proved very helpful in my dealings with people in all the countries I visited. I was more familiar with customs, attitudes, and behaviors, both the natives and how my own behavior would affect our relationships. It made my trip more pleasant and productive.

An essential guide to doing business in Central and South America, complete with communication and etiquette tips. This is the essential guide to business etiquette and customs for anyone doing business in Latin America. It features everything the reader needs to know—from getting an appointment to securing a contract. Doing business in Latin America can pose unique, substantial challenges to a non-native, and this book demystifies the entire process. From the two-hour “business lunch,” at which no business is ever discussed, to handing out business cards the right way, Diran covers every crucial nuance. He also addresses: ? How things move at a much slower pace than most American business processes and deals ? How family truly comes before business, even if it means skipping an important meeting to take care of a loved one ? The importance of connections and mutual Acquaintances ? How to work with translators and bilingual assistants to get the job done ? Proper dress, body language, and gestures ? Tips on entertaining and giving and receiving gifts

About the Author  
A graduate of Columbia University, Dr. Kevin Michael Diran owned and operated International Freight Forwarding and Customhouse for 20 years. He lived in Latin America eight years, teaching international trade and serving as Dean at Mexico's Universidad Contemporanea. He works as a consultant and is president of Green Light Consulting.