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Multinationals in Latin America: Case Studies (AIB Latin America)

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The book deals with cases about the impact of, and interaction between, the different Latin American cultural, economic, legal, and political settings on activities, strategies, structures and decision-making processes of MNCs. The

cases focus on business processes, settings and organizational behavior in Latin America.

About the Author Leonardo Liberman is an Associate Professor at Universidad de los Andes, Chile, in the Faculty of Business and Economics. He has worked as a lecturer and assistant professor in Sweden, Australia and Chile, and has authored and co-authored more than a dozen top-tier, peer-reviewed journal articles. He has also held leadership roles in academic and business organizations and is the founder of AIB-Latin America (www.aib-lat.org) and its first Chapter Chair. Sergio Garcilazo is a Professor at Universidad Panamericana, Mexico. Eva Stahl is Full Professor at Faculdades Metropolitanas Unidas (FMU), Brazil.