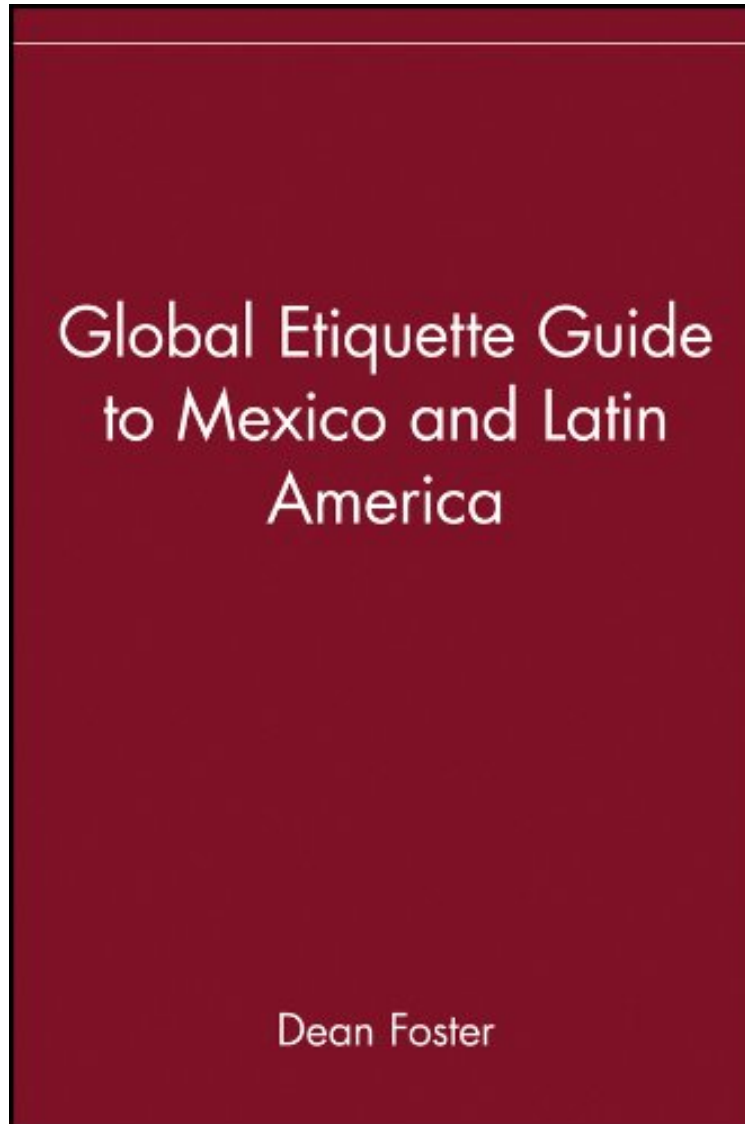


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## Global Etiquette Guide to Mexico and Latin America

*Dean Foster*

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**Dean Foster : Global Etiquette Guide to Mexico and Latin America** before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Etiquette Guide to Mexico and Latin America:

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Authored by one of the world's leading cross-cultural experts. Invaluable for both business and leisure travelers. Comprehensive and practical coverage.

From the Back Cover\* Country-by-country protocols and customs \* International business musts and faux pas \* Dining, hosting, gift giving, and more \* Cross-cultural explorations Did you know: \* In Brazil, the U.S. thumb-to-forefinger gesture for "okay" is vulgar? \* In Mexico, you should not refer to people who live in the United States as "Americans"? In today's high-stakes, highly charged international business world, you simply can't afford a misunderstood gesture, an ill-placed word, or a misinformed judgment. The Global Etiquette Guide to Mexico and Latin America shows both business and leisure travelers how to understand, appreciate, and manage-- as well as maximize the benefits of-- the myriad cultural differences that can exist between you and your Latin American business hosts. This fact-filled cultural guidebook provides detailed advice on: ? Dining ? Drinking ? Speaking ? Eye contact ? Hailing a taxi ? Dress ? Negotiating ? Gift giving ? Conducting a meeting ? Tipping ? Holidays ? Dealing with authorities Just as customs vary greatly between Latin America and the United States, so do they vary among the diverse nations of Latin America. What is proper and expected in Argentina, for example, may be a deal-breaker in Venezuela. The Global Etiquette Guide to Mexico and Latin America will familiarize you with the customs, habits, tastes, and mores of every key Latin American nation-- over thirty in all-- and help you guarantee the mutual respect and acceptance that are vital for keeping every international business relationship agreeable, effective, and successful. Wiley's Global Etiquette Series provides the practical information you need to travel and conduct business in foreign countries and cultures. Each easy-to-navigate reference book is filled with helpful hints, do's and don'ts, and other rules of the road for travelers of all types. About the Author Dean Foster, former director of Berlitz International, Cross-Cultural Division Worldwide, is currently President of Dean Foster Associates in New York City. One of the world's leading cross-cultural experts, he has consulted with most major Fortune 500 companies, is a frequent presenter at international professional conferences, and is featured often on radio and television.