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Sommario/riassunto

Latin America today presents a dynamic but challenging business landscape. Although foreign investment in the region has risen, Asia's increasing role in the global economy is a challenge to Latin America's competitiveness. At the same time, Translatina firms - Latin American trans-national companies - continue to grow in capital and influence. This original collection explores the tensions between the strategic HRM policies demanded by global competition and local approaches rooted in Latin American cultural values. The book uses a selection of real-life case studies, plus qua