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Nota di contenuto	Foreword / Mauro F. Guillen -- Introduction -- A Novus Mundus -- The decade of the multiatinas -- The expansion of Brazilian multiatinas -- The expansion of Spanish-speaking multiatinas -- Multilatinas 2.0 -- China: a wake up call -- Spain and Latin America -- Spain as a Latin hub -- Conclusions.
Sommario/riassunto	Latin American multinationals (multilatinas) have been central in the rise of emerging markets in the last few decades. Their development comprises part of the global shift of wealth and power between nations. The rise of firms in a broad range of sectors - including construction, oil, telecommunications and the aeronautical industry - as important regional and global players is spreading: companies in Brazil, Mexico, Colombia, Chile and many others are part of this increasing

phenomenon. This book analyses the trends, the countries and the firms involved, and explores the implications for the US, China, Spain and the rest of Europe. In particular, Javier Santiso examines how Spain might profit from positioning itself as a unique hub between Europe and Latin America. The Decade of the Multilatinas includes a wide range of statistical data which will be useful to scholars, policymakers and commentators on Latin America in particular, and international business and emerging markets more generally.
