



The First Fifteen Minutes: Courting Business in Latin America

Lori Madden Ph.D.

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Courting business relationships in Latin America is a delicate dance. Making a good first impression is the first step; maintaining a positive relationship is the ultimate goal. Avoid making the mistakes that could cost you a contract. Your hosts won't tell you when you unknowingly offend! Any one of the insights contained in *The First Fifteen Minutes* could help you close the deal. This succinct, easy-to-read guide of cultural Dos and Don'ts makes a great travel companion. This is the BLACK AND WHITE print version; also available in color. Both print versions contain illustrations to challenge the reader.

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