



Business in Mexico: Managerial Behavior, Protocol, and Etiquette

William Winston, Arthur Natella, Candace B Mckinniss

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You'll find *Business in Mexico* the ideal handbook for effective cross-cultural business dealings. You'll gain information on culture and behavior as they relate to U.S.-Mexican business protocol and relationships, background on the country and culture of Mexico, and guidelines for social and business interactions. You'll learn of the historical differences between North American and Latin cultures and the resulting effects on interpersonal and business relations. Since it is impossible to predict all social situations, the authors provide information to enable you to use common sense in situations not specifically addressed in the book. To help you do business more smoothly in Mexico, *Business in Mexico* explains cultural differences in such areas as time, schedules, and deadlines; linguistic style and written communications; women in business; acceptable dress; and management styles and management/labor relations. Full of practical information, the authors include advice in these key areas:

- business and banking schedules
 - how to avoid problems and delays in mail and telephone communication
 - cultural differences in planning processes and procedures
 - how to arrange meetings and bring business matters to a head without frustrations and delays
 - cultural differences which can lead and have led to management problems and high turnover of employees in American-managed companies in Mexico
 - negative stereotypes which exist on both borders and how these ideas can be changed
- The book includes a helpful glossary of Spanish business terms and general vocabulary words, along with a list of Mexican holidays for scheduling reference. Trade with Mexico is an important venue of business, and businesspeople, students and professors of business, marketing executives, and human resource managers will not want to be without this book. *Business in Mexico* is a first step in successful U.S.-Mexico trade.

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