

Contents

1	Introduction.....	1
2	Culture, Geography, Wealth in Natural Resources, and Technology: Ingredients That Could Make Latin America More Developed and Innovative	7
2.1	Factor Conditions.....	9
2.2	Demand Conditions	9
2.3	Correlated and Support Industries	9
2.4	Strategy, Structure, and Rivalry	10
3	The Latin American Economy and Its Main Countries from the Point of View of Economic Representativeness: The Industrialization Process of the Region.....	15
4	The Business Environment in the Eight Most Important Countries Economically	21
4.1	Brazil.....	21
4.2	Mexico	23
4.3	Argentina.....	25
4.4	Venezuela	26
4.5	Colombia.....	27
4.6	Chile.....	27
4.7	Peru	28
4.8	Ecuador	29
5	Management in Latin America: Where Are the Problems?.....	31
6	The Sectors That Concentrate the Largest Companies in Latin America and Their Respective Business Environments.....	39
6.1	Steel and Metallurgy	44
6.2	Aerospace.....	45
6.3	Agribusiness.....	45
6.4	Food and Drink	46

6.5	Diversified Conglomerates.....	47
6.6	Heavy Construction.....	47
6.7	Electronics and Informatics	48
6.8	Entertainment/Media.....	48
6.9	Mineral Extraction	49
6.10	Finances: Banks and Insurance Companies.....	49
6.11	Manufacturing of Durable Goods and Their Suppliers.....	51
6.12	Raw Material and Input	51
6.13	Paper and Cellulose.....	52
6.14	Oil and Gas	52
6.15	Chemical/Petrochemical and Pharmaceuticals	53
6.16	Telecommunication Services	54
6.17	Transport Services.....	54
6.18	Public Services: Electricity, Sanitation, and Others.....	54
6.19	Textile.....	55
6.20	Retail and Commerce.....	55
7	The Importance of Large Companies for the Rise of Innovation in the Continent.....	57
8	Technological Panorama of Latin America	65
9	How Latin American Companies Could Become Innovators	75
10	Biotechnology: Latin America's Big Chance.....	83
11	Conclusions	87
	Appendix: Succinct Description of the 100 Largest Companies Mentioned	93
	References	161

Management in Latin America

Threats and Opportunities in the Globalized World

Feldmann, P.

2014, VI, 163 p. 104 illus., 69 illus. in color., Hardcover

ISBN: 978-3-319-04749-2