

Cultura y Negocios

Culture and Business



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This manual is aimed at people without previous experience who wish to learn both the language of economics and the keys to the differences in protocols and cultures when doing business in the Iberian peninsula. The text is designed to make understanding the basic characteristics of the economies of Spain and the ten most relevant Latin American countries easy. The book covers a number of methodological orientations and there are activities for developing communicative abilities in the area of the economy, including a section on new technologies in the Web Zone.

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