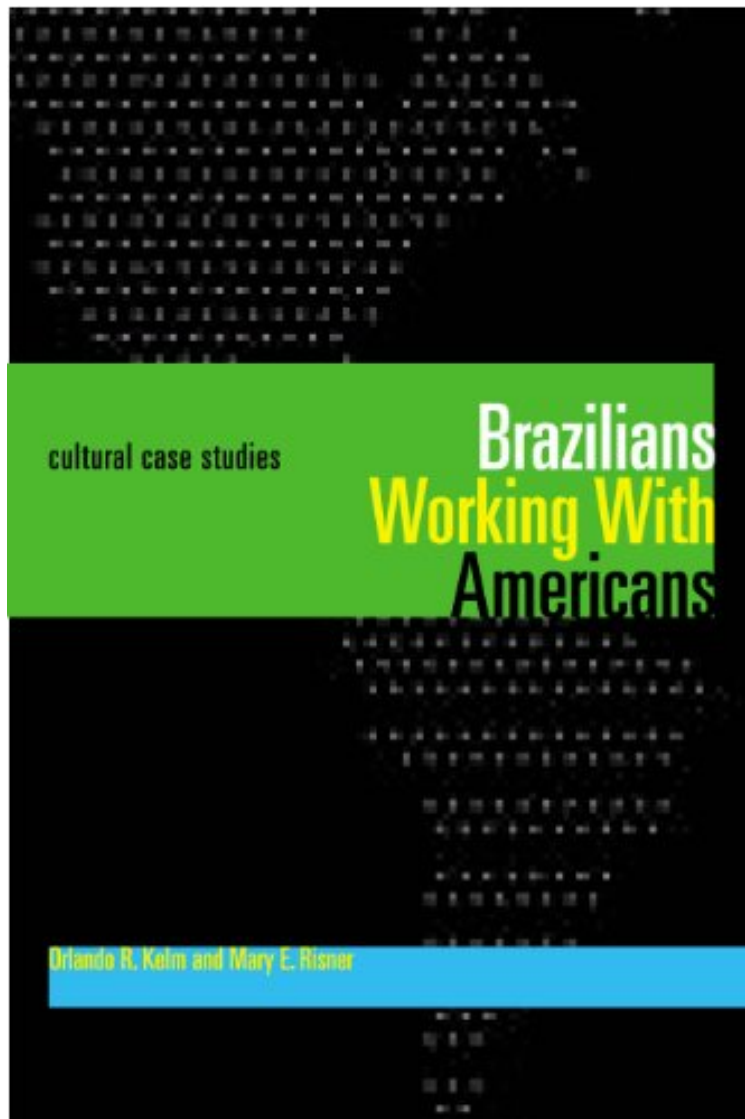


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Brazilians Working With Americans/Brasileiros que trabalham com americanos: Cultural Case Studies/Estudos de casos culturais

Orlando R. Kelm, Mary E. Risner
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1 of 1 people found the following review helpful. This book is very insightful.By LuceroI ordered this book because I

do consulting about Brazil and I wanted to get more information about business practices in Brazil. I am familiar with both of the authors and have been impressed by their other projects/work. I really am enjoying this book and learning a lot about specific business issues and also some business vocabulary. Even though I am fluent in Portuguese, the bilingual format is helpful because I'm not a business person per se. I definitely do not have a business vocabulary in Portuguese. The language is not THAT technical but there are some references to hedging, inflation, human resource practices, etc. that I know in English but if I were to only read the Portuguese I would not know what they meant. The case studies are varied, with different "faux pas", positive ventures, and solutions being presented. It is balanced in that you get opinions from both Brazilians and Americans about the case studies. I am excited to go the websites and access the interviews with business people. I would recommend this book for intermediate and above students of Portuguese, as well as those interested in doing business in Brazil. I think it's also helpful for teachers of Portuguese who teach adults. Many students want to learn Portuguese for business/career reasons and to have an understanding of what is going on in business in some companies in Brazil is definitely an asset. 0 of 0 people found the following review helpful. Five Stars By CelestialChoir This came super fast and it's just what I need.

Doing business internationally requires understanding not only other languages, but even more so the business practices and cultures of other countries. In the case of Brazilians working with Americans, a fundamental difference for all parties to understand is that Brazilian business culture is based on developing personal relationships between business partners, while American businesspeople often prefer to get down to hard "facts and figures" quickly, with fewer personal preliminaries. Negotiating such differences is crucial to creating successful business relationships between the two countries, and this book is designed to help businesspeople do just that. *Brazilians Working With Americans* presents ten short case studies that effectively illustrate many of the cultural factors that come into play when North American business professionals work in Brazil. The authors summarize each case and the aspects of culture it involves, and American and Brazilian executives comment on the cultural differences highlighted by that case. A list of topics and questions for discussion also help draw out the lessons of each business situation. To make the book equally useful to Brazilians and Americans (whether businesspeople or language students), the entire text is presented in both English and Portuguese. In addition, Apple QuickTime movies of the executives' comments, which allow viewers to see and hear native speakers of both languages, are available on the Internet at www.laits.utexas.edu/orkelm/casos/intro.html.

About the Author Orlando R. Kelmis Associate Director of Business Language Education at UT CIBER, the Center for International Business Education and Research at the University of Texas at Austin, where he also teaches in the Department of Spanish and Portuguese. Mary E. Risner is Assistant Director of the Latin American Business Environment Program at the University of Florida Center for Latin American Studies.