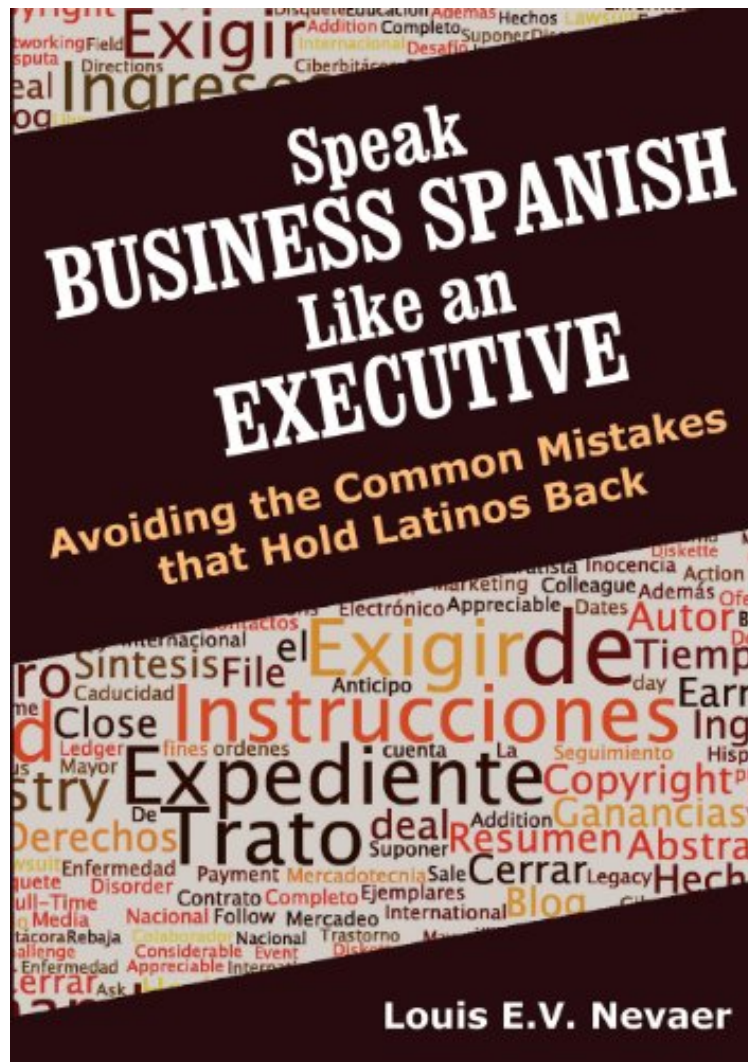


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Speak Business Spanish Like an Executive: Avoiding the Common Mistakes that Hold Latinos Back

Louis Nevaer

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Louis Nevaer : Speak Business Spanish Like an Executive: Avoiding the Common Mistakes that Hold Latinos Back before purchasing it in order to gauge whether or not it would be worth my time, and all praised Speak Business Spanish Like an Executive: Avoiding the Common Mistakes that Hold Latinos Back:

1 of 1 people found the following review helpful. It's good material for the vocabulary By CrisIt's good material for the vocabulary, but for a reference guide it's unusually wordy and pointlessly anecdotal. It's written for the "heritage"

speaker which basically means it will relate a cultural nuance or example to clear up a simple false cognate. I bought this on the Kindle, which makes it all but useless for quick referencing. 1 of 1 people found the following review helpful. Overdone By V. Smith Could be condensed into a book report. The explanations are nice but it's waayyy toooooo much. 4 of 4 people found the following review helpful. A Good Book with an Odd Perspective By JPB This is a very useful and unique resource for people learning Spanish- I would recommend it to anyone who wishes to use Spanish in a business setting. The book does have some shortcomings. First, some of the terms included seem too basic or unrelated to business. Second, the author's politics are unnecessarily included in the book.

One of the great challenges Latinos in the U.S. face in advancing their careers is the natural tendency to lose fluency in Spanish. To get ahead, it's imperative to be fluent in both business English and business Spanish. This book provides a vocabulary of the indispensable words and phrases necessary to succeed. It brings together the words and phrases that are necessary for Latinos to advance their careers in the United States today. Whether you call yourself Hispanic or Latino, if you are living and working in the United States, you need to be fluent in business Spanish. Consider a few statistics: You are more competitive. Whether it is Starbucks or IBM, candidates who are fluent in Spanish have the advantage. "Fluent" jumps out on a resume, and makes recruiters take notice. CareerBuilders reports that 88% of employers are enthusiastic about multilingual candidates. You get faster promotions. The higher you go up the corporate ladder, the more managers and executives you find who are multilingual. Korn/Ferry International noted that 31% of executives speak a language other than English, and being fluent in business Spanish is the #1 language of choice. You earn more money. Employees who are bilingual make more money. The Census Bureau reports that Americans who are fluent in another language average 4-6% more, depending the industry in which they work. This is true whether you are in the medical profession, or work for an airline. In some industries, such as banking and law, there is a premium paid if you master business Spanish-and financial or legal terms. You have more career choices. The world may not be your oyster, but you certainly will be more valuable to employers throughout the United States. It also makes you "international" material, meaning you can advance more rapidly at companies that have operations in Latin America, or have strong business with Latin America.