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BOOK REVIEW

Reference Manual on Doing Business in Latin America.

Edited by Donald R. Shea, Frank W. Swacker, Robert J. Radway and Stanley T. Stairs. Milwaukee, Wisconsin: University of Wisconsin, The Center for Latin America, 1979. Pp. 206. \$30.00 hard-cover, \$20.00 soft-cover.

The *Reference Manual on Doing Business in Latin America* is a well organized and thoughtful compilation of vital, trade-related material. The *Manual* provides a basic guide for business executives and lawyers interested in trade with Latin America. Practical suggestions concerning specific Latin American business problems are effectively combined with an extensive bibliography. Moreover, the editors present a number of articles which analyze a broad variety of topics ranging from cross-cultural difficulties to investment and contract guarantees. The business and legal expertise of the editors, Donald Shea, Frank Swacker, Robert Radway and Stanley Stair, allowed them to organize succinctly and completely this invaluable research tool.

The first chapter of the book briefly introduces the work's objectives, scope and terminology. The lawyer's role in trade with Latin America is discussed in chapter two. In particular, Frank Swacker's article, *Special Role and Responsibilities of the Lawyer*, outlines some of the problems involved in inter-American law. According to Mr. Swacker, one of the most common mistakes the inexperienced lawyer makes is to act merely as a liaison between his client and foreign counsel. Swacker suggests that United States counsel must take a more active role because the laws of the United States extend to commercial transactions of U.S. citizens which take place beyond this country's territorial limits. The article also discusses other problems in the area of conflict of law, language, arbitration and export law.

Chapter three presents an outline of research methodology and resources. The editors initially provide a short description of general references on Latin America. The next section contains a brief explanation of how profiles of various Latin American nations may be compiled. A list of major Hispanic library collections, and a brief description of the larger holdings, is preceded by information on procedures required to obtain foreign publications. In addition to the above helpful resources, the editors furnish readers with a guide to available audio-visual materials.

A survey of services offered by the U.S. government and a guide to their use is found in chapter four of the *Manual*. Thus, the Export Information Division of the Department of Commerce provides lists of foreign distributors, prospective customers and financial data on all firms conducting business in one or more foreign countries. The chapter also reviews services provided by Latin American governments and organizations, and presents a brief discussion of the methods whereby businessmen can get insurance and financing for overseas ventures. Articles on language training and Latin American exports to the United States serve to enhance and round out this informative chapter.

The book also examines the functions of the Office of Legal Advisor to the State Department (O.L.A.) and the Bureau of Legal Affairs of the Organization of American States (B.L.A.). Two essays written by O.L.A. employee Michael Kozak and B.L.A. employee David Padilla provide lawyers and businessmen seeking legal advice with a detailed and valuable examination of their respective organizations. The editors also provide criteria for identifying, selecting, and hiring Latin American counsel. The criteria are presented in laundry-list fashion so as to assist even the most inexperienced employer.

Chapter five contains six essays dealing with select aspects of doing business in Latin America. These essays explain the social and economic differences which a U.S. lawyer or businessman confronts when working in the Caribbean, Central America, and South America. Topics range from joint ventures, commercial arbitration and family-controlled businesses to cross-cultural problems and investment and contract guarantees.

The goal of this manual was to facilitate the conduct of international business in Latin America through an evaluative guide of widely dispersed materials. It was the editors' intention to aid lawyers and businessmen in identifying the quality and quantity so that information from a plethora of sources is easily accessible. The essays and editorial notes scattered throughout the book are of great assistance, such that the inexperienced user is given a framework within which further research is facilitated. Perhaps the book's only shortcoming is a lack of critical comment on the bibliographical material. For example, the editors review two bilingual legal dictionaries and observe that each has its own strengths and weaknesses. However, there is no further evaluation which would assist novices in choosing the dictionary best suited to their needs.

Shea, Swacker, Radway, and Stairs have lucidly presented a wealth of material, so that even the uninitiated trader can understand the rudiments of doing business in Latin America. The experienced entrepreneurs in Latin American affairs can use the book to increase their knowledge of the region and improve their business performance. The reference manual

is a must for the novice and the expert involved in, or thinking of getting involved in, trade with Latin America.

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