

# Book information



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## Brazilian Brilliance

Success Strategies of German companies in Brazil

2005, ca. 200 pages hardcover, in English, EUR 29.90, ISBN 3-938877-03-0

This management guidebook analyzes the two critical aspects of doing business in Brazil: First, finding the right strategic posture to surmount trade and investment barriers while exploiting the specific aspects of international expansion offered by Brazil. Second, applying the operational success factors of adapting a given business system to the peculiarities of the Brazilian business environment.

German companies have strong roots in Brazil. Nearly 1,200 companies with German capital operate in this country and employ more than 250,000 people. In many industrial sectors, for example automotive, chemicals and mechanical engineering, German companies have a strong market position. The stock of German direct investments in Brazil amounts to nearly US\$20 bn. German companies account for 5% of the Brazilian GDP and they contribute 15% of the industrial GDP.

How can German companies in Brazil surmount Brazil's trade and investment barriers and exploit the opportunities of international expansion? Finding answers to this question was the ambitious goal of a research team led by Lutz Kaufmann, the Herbert Quandt Endowed Chair for International Management at WHU – Otto Beisheim School of Management. The research team collected 38 questionnaires and interviewed 59 chief executives and experts from 50 German and Swiss companies and institutions in Brazil.

"Brazilian Brilliance is an impressive collection of key success factors and useful management advices on doing business in Brazil. In practical terms, it offers a broad basis for best practice approaches."

*Dr. Rolf-Dieter Acker, President BASF S.A. and President German-Brazilian Chamber of Commerce*

"Brazilian Brilliance contains a wealth of information on doing business in Brazil. It synthesizes the rich local expertise of senior managers in a very systematic manner. A true handbook for the Brazilian market."

*Edgar Garbade, President of Bosch in Latin America*



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