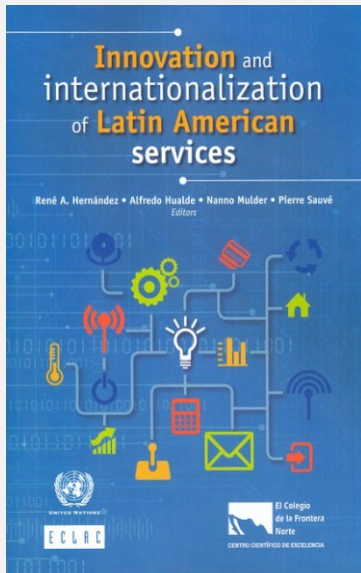


Innovation and internationalization of Latin American services



Ficha Bibliográfica:

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El Colegio de la Frontera Norte,

México, 2016

274 pp.

Ejemplar gratuito (no incluye gastos de envío)

Libro impreso

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Información técnica:

Libro impreso

» ISBN/ISSN:978-607-479-207-2

» Peso:0.4 Kg

» Categoría:

The spread of information and communication technologies in Latin America over the past three decades has vastly enhanced both the tradability of services and the sector's propensity to innovate. Long considered unrelated processes, both internationalization and innovation are today widely recognized as key and complementary sources of firm-level competitiveness and human capital enhancement. The advent of many novel types of business and consumer services is furthermore a key factor in the rising insertion of Latin American firms in regional and global value chains and transnational production networks, which are now the predominant form of organization of international production and trade.