

# ÉXITO

SÉPTIMA  
EDICIÓN

# COMERCIAL

Prácticas administrativas  
y contextos culturales

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Australia · Brazil · Mexico · Singapore · United Kingdom · United States

## To the Student

We are very pleased that the first six editions of *Éxito comercial* (1991, 1996, 2001, 2006, 2011, and 2015) have met an instructional need in Spanish for specific purposes and business language studies at over 485 colleges and universities as well as over 45 companies, banks, agencies, and other language/culture training institutes and schools in nine countries, including the United States, Canada, Spain, Mexico, and Brazil. We are excited about the prospects for the continued—and we hope improved—educational contribution of this seventh edition, which builds on the fundamental design and strengths of the previous editions.

*Éxito comercial* is designed to give students with advanced-intermediate and advanced levels of proficiency in Spanish a solid foundation in business vocabulary, basic business and cultural concepts, and situational practice that will help prepare them for success in today's Spanish-speaking business world.

In the seventh edition, the socioeconomic data for each of the 21 Spanish-speaking countries (including Puerto Rico), Brazil, and the United States in the **Vista Panorámica** section have been updated. The **Actualidad política y económica** sections have also been updated. Other modifications emphasize critical thinking, problem solving, and practice with the Internet technology used daily in the business world. These skills are increasingly in demand in today's 24/7 e-global economy. The seventh edition is accompanied by online video and audio components.

A groundbreaking feature of the electronic version of this new edition is called **MindTap**, a digital learning tool that uses a pedagogical strategy of embedding the **Preguntas de orientación** within the **Lectura comercial** readings, as comprehension and critical thinking checks and reinforcement. Also embedded are PowerPoint® slides for the **Integridad y ética empresariales** and **Liderazgo** prompts that initiate and prime each chapter around the concept of leadership with integrity, as well as PowerPoint slides that summarize the **Lectura comercial** and **Lectura cultural** content. Also available are PowerPoint slides that summarize the **Vista panorámica** and **Actualidad política y económica** sections for each country presented. These PowerPoint slides can be modified and updated by the user as the basis for practicing oral presentations. The content and activities of the former Premium Website have been moved to **MindTap**, so that learners, while using the e-text, can easily access the **Al teléfono** (listening and speaking activities), the **Comprensión y comunicación** videos, the geographic literacy **GeoReconocimiento** checks, and the online, self-grading quizzes (**Preguntas comerciales** and **Preguntas culturales**). **MindTap** also provides access to additional videos that reinforce both business and cultural content areas in each chapter. **MindTap** is a powerful learning tool that we believe will greatly empower and benefit the learners.

Enhancements to the paper and electronic seventh editions include the following:

- All readings and activities have been closely re-edited to reflect current business culture, practice, and procedure, as well as recent developments in fields such as technology and office equipment, electronic communication, e-commerce, computer-aided design, and manufacturing.

- **Integridad y ética empresariales** boxes continue to highlight and reinforce the crucial importance of business ethics.
- **Liderazgo** boxes once again emphasize and reinforce the crucial importance of ethical leadership and leadership development in business.
- Updated **Lectura comercial**, **Vista panorámica**, **Actualidad política y económica** and **Lectura cultural** sections in every chapter provide cultural contextualization.
- Two new **Minicaso práctico** case studies deal with trade, business, and cultural issues.
- A new **Asimilador cultural** promotes critical thinking, problem solving, and leadership in terms of workplace diversity and inclusion.
- A revised and expanded Spanish to English glossary at the end of the book assists with general reading comprehension.
- The workbook will now be available in a separate plank on **MindTap**. Two new useful forms have been added to the workbook:
  - A detailed presentation form helps students to prepare, practice, and deliver country presentations in class. The country presentation can be given, for example, by an individual or a team of students, or by a student panel.
  - An evaluation form provides students with evaluation guidelines in self-assessing their own presentations or in assessing the presentations made by others.

The business topics reflect the typical curriculum of an American business school. Because of the developmental nature of the text, students with a background in business or international studies will find that the descriptive readings reinforce their knowledge of business theory and principles. Both native speakers of Spanish and English without prior knowledge of business will find the readings informative and useful.

Previous editions of *Éxito comercial* have proven useful for students in the following disciplines:

- Spanish and Latin American Studies majors
- Business and International Business majors planning to interact with a rapidly growing and influential number of Hispanic co-workers, clients, and consumers, both abroad and within the United States
- International Studies or Government majors
- Undergraduate liberal arts majors wishing to expand their awareness of the Spanish language and Hispanic cultures or seeking positions with the growing number of companies and agencies needing to conduct business in Spanish
- Majors in science, engineering, technology, and communications fields, including translation studies and interpreting, who plan to enter the expanding international business world

*Éxito comercial* has also proven suitable for students pursuing graduate work in Spanish, and has been used as a training manual to help prepare them to design and teach a course in business Spanish.

Whether your goal is to become a global leader, manager, translator, interpreter, or teacher, or to use your Spanish for business, work or other pursuits, *Éxito comercial* seeks to foster and enhance the communicative skills, creativity, leadership with integrity, and cooperation essential to you as a lifelong learner of language and culture. Lead on!