



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

Louis Nevaer

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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 résumé, 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.

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