



## Destination: Latin America - The Growing Offshore Demand for an Outsourcing Alternative

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By Lauren Real

GRIN Verlag Jun 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 197/200, Marymount University, language: English, abstract: 'Offshoring is when a company takes one of its factories that it is operating in Canton, Ohio and moves the whole factory to Canton, China' With this simple statement we give thanks to well-known author of The World is Flat, Thomas Friedman, for he puts the very complex concept of offshoring into a fairly understandable one. But the concept of offshoring is far from a simple strategy that firms across the globe partake in. Although one cannot introduce offshoring as a new concept, its rapid global expansion throughout more countries is certainly shedding light on the development of a new dynamic. Offshoring, formally known as 'the relocation of production processes abroad' (Bottini & Ernst, 2007), has proved to become a major strategy in the business world and in the face of a rapidly evolving specialization in technological advances. Furthermore, 'outsourcing's continuing growth is due to increasing expertise, reduced costs of...



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