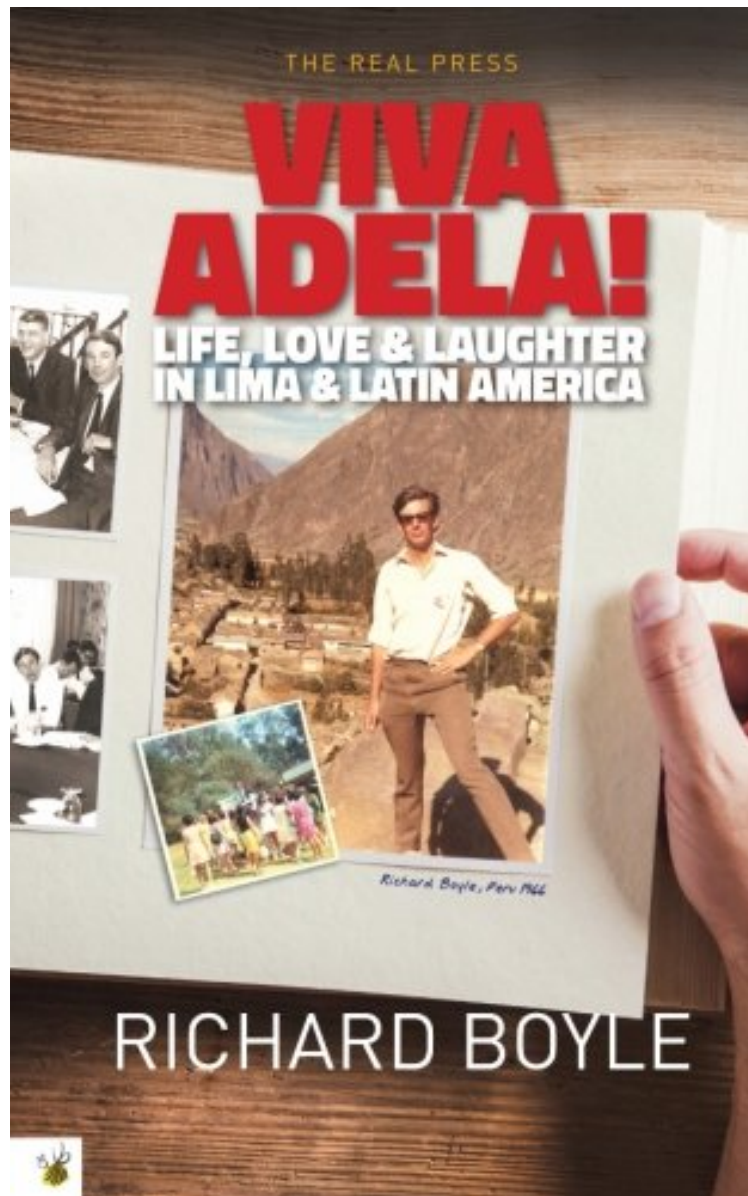


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Viva Adela!: Life, love and laughter in Lima and Latin America

Richard Boyle

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Richard Boyle : Viva Adela!: Life, love and laughter in Lima and Latin America before purchasing it in order to gage whether or not it would be worth my time, and all praised Viva Adela!: Life, love and laughter in Lima and Latin America:

0 of 0 people found the following review helpful. LATIN AMERICAN ELEGIESBy Gerhart E. ReussIn the 1960's, Latin America was the "Continent of the Future". Bountiful natural resources, a young and active population, and

"sensible" governments seemed to provide the basis for solid growth. Borders largely closed for foreign private investment, restrictive trade and national production policies benefiting local political-business oligarchies in the major Latin American countries, however, severely restricted growth and private business activities. Into this climate came ADELA, based in Lima, a private investment development enterprise backed by more than 100 of the leading industrial companies and banks in Europe, the U.S. and Japan, dedicated to promoting joint ventures in minority association with local business groups in Latin American countries. Richard Boyle vividly describes those heady years for a group of young and adventurous executives recruited from about 15 countries and putting together a total of more than 120 private business initiatives, from cement plants in Patagonia, copper foundries in Chile, mining enterprises in Bolivia, pulp and paper ventures in Brasil --- all the way to pionering the establishment of the Mexican maquiladora industry along the border to the U.S. None of this came easy, many mistakes were made on the way (some of them lampooned by Boyle in classic English public school sarcasm) - but in the end, Adela made a positive contribution to the opening of Latin American economies to foreign trade and investment, a development now in danger after Donald Trump's "America First" strategy becomes reality. This book will be interesting and pleasant reading for anyone interested in a free-wheeling and well-written account of those promising years. 0 of 0 people found the following review helpful. Takes you back to the 60's in Corporate Latin America. By Customer All the author's charm, wit and remarkable story telling ability came together in this insightful account of life in an era now lost to us. I felt I was with him all the way as he relates tales of intrigue, office politics, adventure and relationships set against the uncertain background of emerging markets that remain emerging today. Well, most of them anyway. It's well written, funny and a delight to read. The anecdotal accounts, I imagine, would keep his dinner guests entertained as they skip from one character, from one unlikely tale, to another. You could add 'learn' to the sub-title of life, love and laughter in Lima. I had no idea Corporate 60's was quite the way it evidently was. What fun he had. What fun it was to read.

Imagine that all the biggest banks and manufacturers in the world banded together to promote economic development in the poorer parts of the planet. That was the idea behind the Adela Investment Company of Latin America, set up half a century ago by the 240 biggest corporations in Europe, Japan and the USA. The full history of Adela's stratospheric rise and fall was published by Richard Boyle and Robert Ross in their book *Mission Abandoned*, with a foreword by Peter Drucker. Now Richard Boyle has written a light-hearted account of the Adela life in Latin America in the 1960s. It is the peculiar tale of the four fascinating years he spent with Adela at the beginning of the company's existence, when he and all his colleagues were imbued with the Camelot spirit and really believed they could change the world.