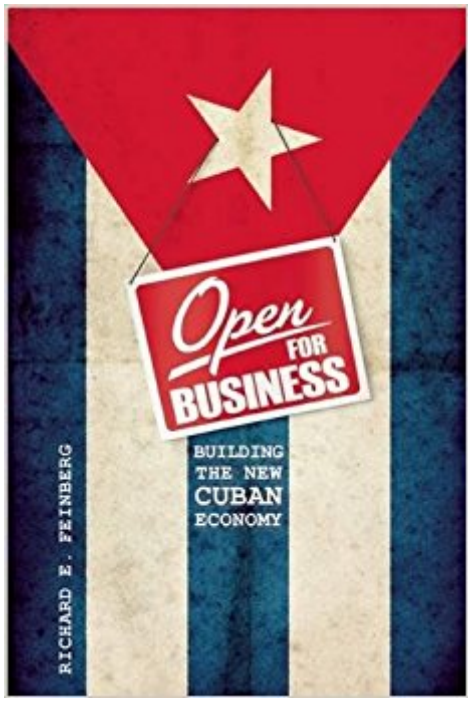
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Open For Business: Building The New Cuban Economy



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Synopsis

90 miles off the coast of Florida a new revolution is afoot. This time instead of guerillas marching through the streets of Havana, it is a global economy that will revolutionize Cuba. Now open to the world, how will this nascent economy develop?Open for Business: The Cuban Economy after Castro, Richard FeinbergÃ¢â ¬â„¢s new book, examines the Cuban economy from its long held and outdated economic model to its early steps into developing a dynamic market economy. He examines key issues like the role foreign investors will play, how Cubans will forge a path to entrepreneurship, and the roadmap from other emerging economies.As CubaÃ¢â ¬â„¢s economy awakens from the post-Castro dream, it will do so on its own terms and with a flavor that is entirely Cuban. FeinbergÃ¢â ¬â„¢s book speaks both to CubaÃ¢â ¬â„¢s legacy and to its new horizons on the world stage.

Book Information

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Customer Reviews

A masterful and very readable sojourn through the new Cuban economy as itmoves toward market socialism—the problems that triggered the sweepingreform changes of 2011, the remedies prescribed, the expansion of private business, and the opening to foreign direct investment, topped off with vignettes of how a talented group of Cuban millennials sees the future—and hope to shape it.—William LeoGrande, professor of government at American University and coauthor of Back Channel to Cuba: The Hidden History of Negotiations between Washington and

HavanaWhether you agree or disagree with President ObamaÃ¢â ¬â„¢s normalization of U.S. ties with Cuba, Richard FeinbergÃ¢â ¬â„¢s Open for Business is required reading for Cuba watchers. Feinberg, a frequent traveler to the island, has been researching business conditions there since long before ObamaÃ¢â ¬â„¢s 2014 decision to normalize ties with Cuba, and his writings no doubt influenced the U.S. presidentÃ¢â ¬â„¢s policy. Feinberg goes far beyond the macroeconomic figures, and takes us right into whatÃ¢â ¬â„¢s happening on the Cuban streets.—Andres Oppenheimer, columnist for the Miami Herald, anchor of “Oppenheimer PresentaÃ¢â ¬Â• on CNN en EspaÃƒÂ ol, and author of Innovate or Die!Open for Business is fueled by case studies and the authorÃ¢â ¬â„¢s own experiences throughout years of interacting with academics, entrepreneurs, and Cubans from all social classes. Feinberg shows a deep respect for Cuba and a subtle intelligence when proposing alternatives. His book will encourage commentaries, both friendly and critical, across the politicalspectrum. Feinberg approaches Cuba from the perspective of a meticulousresearcher who has invested considerable time getting to know my country.—Juan Triana, graduate professor, Center for the Study of the CubanEconomy, University of HavanaAny executive interested in doing business in Cuba should read Open forBusiness. The book contains essential economic data and insights into CubaÃ¢â ¬â„¢s reforms. A top expert on todayÃ¢â ¬â„¢s Cuban economy, Feinberg presents instructive case studies of international business successes—and of potentially costly pitfalls to avoid.—Carlos Gutierrez, chair of the Albright Stonebridge Group, chair of U.S.-Cuba Business Council, former CEO of Kellogg, and former U.S. Commerce Secretary

Ninety miles across the Straits of Florida, a new Cuban revolution is stirring. This time, instead of guerrillas marching down the streets of Havana, it is the global economy that will upend Cuba. As the countryÃ¢â ¬â„¢sonce solidly socialist economy opens further to the world, what new forms is it likely to take?Open for Business: Building the New Cuban Economy examines the islandÃ¢â ¬â„¢s still stagnant sectors and market-driven changes under way as the country takes its early steps toward a more dynamic growth model. Richard E. Feinberg, a longtime observer who has been at the forefront of advocating for the recent diplomatic opening between the United States and Cuba,examines key issues such as the vital role of foreign investors, how Cubans will forge a path to innovative entrepreneurship, and the alternative road maps inspired by other emerging economies.As CubaÃ¢â ¬â„¢s economy awakens from its post-Castro dream, it will do so with aflavor that is uniquely Cuban. Enriched by interviews and in-depth field research conducted over the past five years, this volume speaks both to CubaÃ¢â ¬â„¢s legacy and to its new horizons on

the world stage.

If you are considering a visit to Cuba, or just interested in knowing more about this fascinating island nation, I encourage you to read Richard Feinberg's new book, Open for Business: Building the New Cuban Economy. Richard is a highly respected political economist and expert on Latin America who has become a noted Cuba expert after writing a number of reports on Cuba for Brookings. This book is a comprehensive overview of where Cuba is at right now and its potential for economic growth. In particular, I appreciate the case studies highlighting both large multinational companies attempts at establishing joint ventures and on young millennials trying to make their way through slow going reforms to open up Cuba to provide more opportunities for it's citizens. Let's hope that Cuba is able to transition in a sustainable and thoughtful way the will allow for more freedoms of the people to improve their lives while maintaining a strong, unique and independent culture.

I thought the book was very well written, and if I could have given it a four and a half I would have. The book was written in easy to understand and proper composition, and quite informative. On the other hand, I think it needs an update pretty quickly to take into account the possible impact of Fidel's death which it does not cover since it was published just before that. As constructive criticism for the update (if any), I would have liked a more in-depth analysis of the JV case studies to really get down to the nuts and bolts of the challenges and successes, I thought the write-ups were somewhat superficial and perhaps with a little more work, research and interviews it could have been outstanding. There are a number of other large foreign businesses in Cuba not mentioned or analyzed in the book, and I had hoped to have seen more about them. I feel that the interviews of millennials although a great idea and entertaining, should have been much more extensive (more samples with statistical selection elements) and totally off the record (i.e., no real names), as the interviewees would have no doubt, been much more candid and this might have been more useful to the reader. I think it should have touched on the proliferation of prostitution, a topic which is notably silent in the writing. I liked the fact that the author gently touched on the level of corruption which is (and has been) clearly a major problem in Cuba for many years now, and how the so-called communist experiment didn't work for productivity gains, and several other revelations that I find other authors are hesitant to make in their published writings about Cuba. I would have liked a commentary on how effective the author considers Castro's revolution has been, based on Fidel Castro's own platform and criticism of Batista regime, i.e., dictatorship, corruption, class (military) differences, prostitution, etc. (probably only missing gambling casinos today). I liked how the author

cautioned investors on ensuring any plan needs to consider Cuba's mission to not be a puppet of any country again and several other considerations. I also liked that the author didn't place blame on the U.S. for Cuba's woes, which I often see mentioned by other authors. It was an objective down to earth writing. thank you

Great insight into the fragile economy of Cuba along with some great historical perspective. Too bad our current administration is attempting to cause a set back by imposing new and outdated regulations for travel the island and interaction with with growing but very fragile free enterprise class.

Excellent overall general survey of the current status of the Cuban economy. I would have liked to see a bit more analysis and discussion of the official economic data of the country. For example, how well do their national income and GDP figures compare to the standard natl income data found in the West? Does Cuba still adhere to the old Soviet methodology? Can the Cuban data be reliably compared to those for other 'emerging markets"? It would be interesting to hear from some of the economists and statisticians who have responsibility for producing the Cuban data.

This book is a GREAT primer to begin to get your head around the situation in Cuba, both historically and for the future. I would love to meet the author in Vedado & buy him a nice meal and discuss his work and especially his thoughts on a Post Fidel Cuba. I was here last week when they announce his death. What an EPIC time to be IN COUNTRY...

Accessible, entertaining, chock full of original interviews with colorful local characters, novel case studies of foreign investments and joint ventures. And insightful speculations and scenarios for the island's future. Want to get so much more out of your trip to Cuba - read this book!!

Well-researched with illustrative case studies of recent business ventures, as well as interviews with inspiring Cuban millennials. If there's a better book out there for understanding the potential risks and rewards during Cuba's critical transition into a more market-based economy, I've yet to find it.

Excellent literature. Analyzes the situation expertly and completely. Required reading!!

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