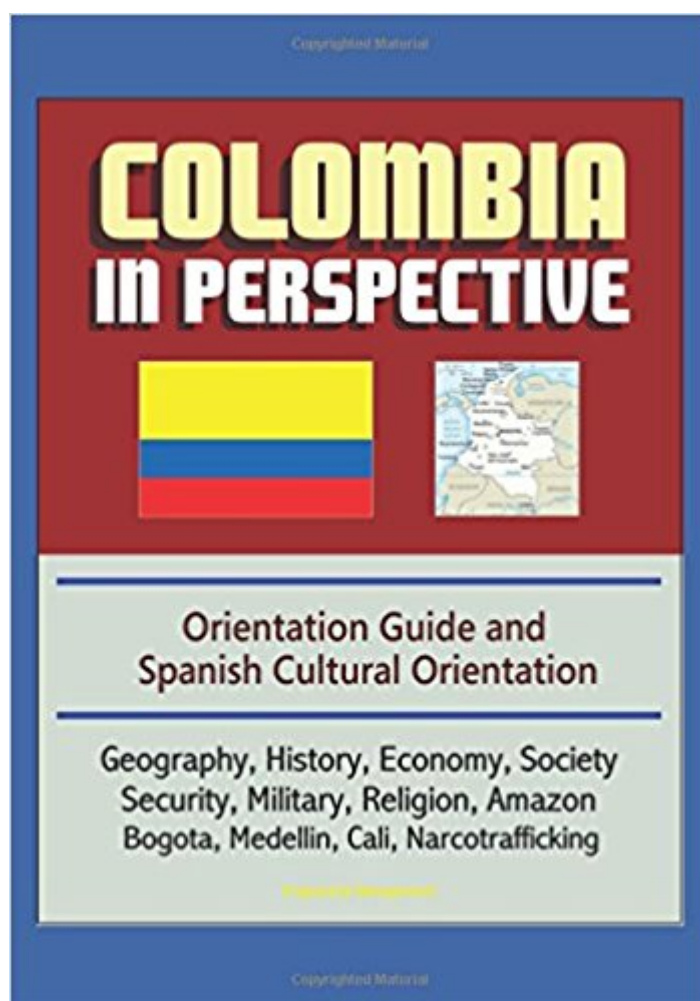


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# Colombia In Perspective - Orientation Guide And Spanish Cultural Orientation: Geography, History, Economy, Society, Security, Military, Religion, , Bogota, Medellin, Cali, Narcotrafficking





## Synopsis

These two unique guides produced by the Department of Defense provide comprehensive information about all aspects of life in Colombia, with a special emphasis on geography, history, the economy, society, security and military matters, religion, traditions, urban and rural life, ethnic groups, crime, the environment, government, holidays, gender issues and much more.

Profile \* Introduction \* Facts and Figures \* Geography \* Introduction \* Geographic Regions and Topographic Features \* Climate \* Rivers and Lakes \* Cities \* Bogota \* Medellin \* Cali \* Barranquilla \* Cartagena \* Environmental Concerns \* Natural Hazards \* History \* Pre-European Colombia \* Spanish Conquests \* Early Spanish Colonialism \* The Viceroyalty of New Granada \* The Late Colonial Period \* Independence \* Gran Colombia \* Conservatives, Liberals, and Civil War \* Liberal Ascendancy \* The Regeneration \* The End of the Conservative Era \* La Violencia \* The National Front \* Guerrilla Movements and Paramilitary Organizations \* The Post-National Front Era \* Economy \* Introduction \* Industry and Manufacturing \* Agriculture \* Banking and Currency \* Trade \* Investment \* Energy and Mineral Resources \* Standard of Living \* Tourism \* Transportation \* Economic Outlook \* International Organizations \* Society \* Introduction \* Ethnic Groups \* Language \* Religion \* Cuisine \* Traditions \* Celebrations and Holidays \* Arts \* Traditional Dress \* Folk Crafts and Folklore \* Sports and Leisure \* Gender Issues \* Security \* Military and Internal Security \* U.S.-Colombian Relations \* Relations With Neighboring Countries \* Terrorist Groups \* Other Security Issues \* Geography \* Geographic Divisions and Topographic Features \* Andes Mountains \* Pacific Coast \* Caribbean Coast \* Grassland Plains (Llanos) \* Rainforest \* Climate \* Rivers \* Rio Magdalena \* Rio Guaviare and Rio Orinoco \* The and Tributaries \* Major Cities \* Bogota \* Medellin \* Cali \* Barranquilla \* Cartagena \* History \* Early History \* The Colonial Era and Independence \* Internal Division and the Republic of Colombia \* The Era of Insurgency, Counterinsurgency, and Narcotrafficking \* Recent Events \* Government \* Media \* Economy \* Overview \* Agriculture \* Industry \* Energy and Resources \* Ethnic and Linguistic Groups \* Awa-Cuaiquer \* Embera \* Guahibo \* Inga and Jungle Inga \* Paez \* Wayuu \* RELIGION \* Introduction \* Religion and Government \* Religious Events and Holidays \* Holy Week \* May through November Observances \* December Observances \* Carnaval \* Buildings of Worship \* Behavior in Places of Worship \* TRADITIONS \* Introduction \* Greetings, Politeness, and Communication \* Hospitality and Gift-Giving \* Gift-Giving \* Dining Etiquette \* Eating and Types of Food \* Dress Codes \* Nonreligious Celebrations and Holidays \* Dos and Don'ts \* URBAN LIFE \* Introduction \* Urban Problems \* Urban Economy \* Urban Healthcare \* Education \* Restaurants and Marketplace \* Restaurants \* Street Vendors \* Marketplace \* Money and ATMs \* Transportation and Traffic \* Buses \* Taxis \* Cars \*

Planes and Trains \* Street Crimes and Solicitations \* Crime and Security \* Dealing with Beggars \*  
RURAL LIFE \* Introduction \* Land Tenure \* Rural Economy \* Rural Transportation \* Rural  
Healthcare \* Education \* Who's in Charge \* Checkpoints \* Land Mines \* FAMILY LIFE \* Introduction  
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Quinceaneras \* Naming Conventions \* Chapter 6 Assessment

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## Customer Reviews

What a great book on Colombia. Colombia is one of the world's most exciting emerging markets. A nation full of young, ambitious people, this South American country is ripe for development in a number of key areas, such as information technology, health care, medical tourism, business, education, and more. In fact, Colombia is the perfect testing ground for developing other emerging markets in South America. Here are some of the things that make Colombia special among South American nations, the reasons for its vast potential in important areas of the market, and what development in these areas will mean for Colombia and the world.

**Emerging Markets in Colombia: An Overview**

There are a number of promising emerging markets in Colombia. These markets are perfectly poised to move from emerging to fully developed. All it will take is a little bit of foreign investment and a firm commitment from the Colombian government and people to make these markets blossom on the world stage. Some key areas to watch in this nation include:

**Information Technology**--Colombia is one of the few Latin American countries that is really poised to take off in the IT field. Information technology is still a pretty new thing there, but that's the case for all of its neighboring countries, too. However, Colombia is pulling ahead of the pack due to privatization and

deregulation efforts by the government. In fact, government policies toward IT are among the most liberal in South America, which is allowing the nation to modernize more quickly than its neighbors. It is in an excellent position to become the IT leader of the region. One of the big advantages Colombia has in the information technology market is its geographic location. It has borders on both the Atlantic and Pacific oceans, which makes it easily able to serve markets in both areas. Some strategic IT markets that are perfect for Colombia to explore include the Caribbean, Central America, some of the NAFTA countries, the Pacific Rim, and Europe. The market is wide open for Colombia to develop strategic partnerships in these areas that will improve the nation's overall economy and jobs market. In fact, Colombia would make a perfect location for call centers for major corporations that do business in a variety of countries. While outsourcing to India is all the rage right now, due to its low wages and highly developed IT infrastructure, Colombia may become the more desired location soon. As it develops its fledgling IT infrastructure, more foreign companies will be looking at the advantages of setting up call centers there, as Colombia has a very educated young population that is eager to work. Call centers can take care of international business needs while providing young Colombian nationals with the entry level positions they crave, and that will set them on paths to corporate careers with good pay, benefits, and prestige that were not available to their parents. (WANT TO LEARN MORE...READ THE BOOK...)

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