



## **Latino Business Ownership Can Actually Lead in the Redirection of This Uncertain Economy**

*Latino Business Ownership Can Actually Lead in the Redirection of this Uncertain Economy - In The Leadership Shift: The Strategic Positioning of Latino Business Leaders book event Dr. Nilda Perez will discuss how the shift is repositioning Latino business owners in the forefront of change. She details the importance of understanding trends can have an impact on today's Latino business leader.*

New York, NY, September 17, 2014 --([PR.com](#))-- Book Event

September 25, 2014 - 6:30-8:30PM

Harlem State Building

163 West 125th Street 3rd floor

New York, NY 10027

Dr. Nilda Perez, Business Blueprint Strategist authored The Leadership Shift: The Strategic Positioning of Latino Business Leaders. Here, she proposes that Latino business owners need to prepare for this impending shift in business leadership. She passionately believes small Latino businesses can redirect this uncertain economy.

Dr. Nilda Perez, author of The Leadership Shift: The Strategic Positioning of Latino Business Leaders, explains that this rapidly growing Latino business community is qualified to drive successful business ideas. The shift, Dr. Perez proposes, is inevitable therefore, preparation for this change is essential to the impending success and growth of Hispanic owned business.

The book takes the reader through an experiential sequence bringing them on a journey of the Latino. Beginning with the early history of Latinos in the U.S., she then provides an in-depth understanding of the new Latino and the value they bring to the U.S. economy. So, it is understood who the Latino is and what qualifies them as outstanding and viable global business leaders. She also explains the importance of being vigilant and capitalizing on business trends that Latino business owners need to capitalize on as Latinos in the U.S. are better equipped than they realize.

Technology has changed globalization and the way we do business internationally in real time. Meaning, that we need a new type of leadership that can interact and exchange cross-culturally with ease - and, the bi-cultural Latino is up to this challenge. Dr. Nilda Perez identifies in The Leadership Shift: The Strategic Positioning of Latino Business Leaders a variety of methods and strategies for success that are 'cutting-edge' and masterful for this rapidly growing community of Latino business owners.

### **About Dr. Nilda Perez**

Dr. Nilda Perez is the CEO of The Latino Academy for Business, an online training academy that trains coaches and consults businesses to ignite growth in companies that have plateaued. She has been a business coach that has delivered results to many companies and is the author of The Leadership Shift: The Strategic Positioning of Latino Business Leaders. Learn more about Dr. Nilda Perez at



<http://drnildaperez.com>. The Leadership Shift: The Strategic Positioning of Latino Business Leaders is available through Amazon.com.



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