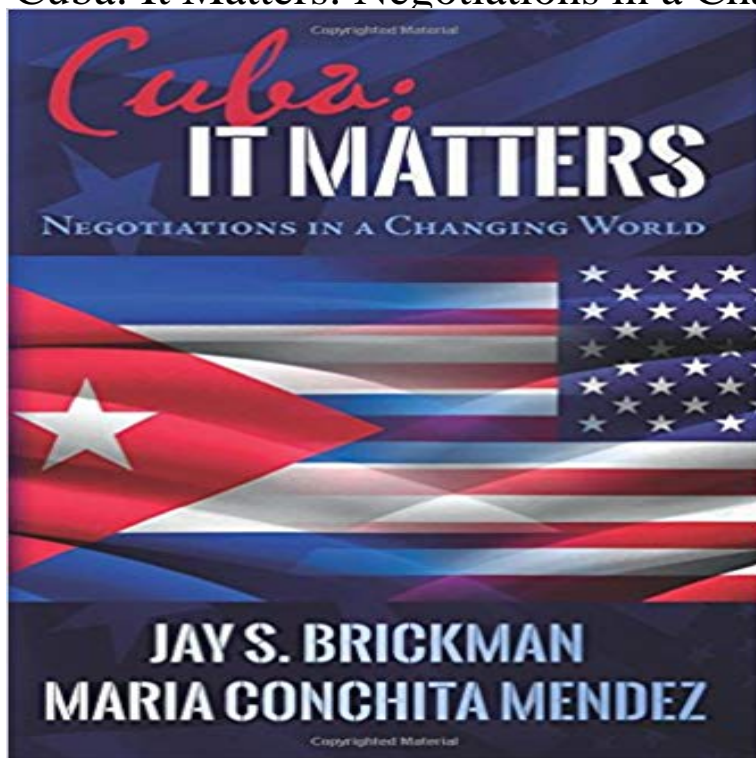


Cuba: It Matters: Negotiations in a Changing World



Cuba; it Matters THIS IS A HISTORIC TIME. After more than 50 years the United States and Cuba have reestablished diplomatic relations and it is important for both countries and the Americas that they get it right! Cuba: It Matters is a unique book. The authors are pioneers in building relations between the two countries. They have almost 70 years of combined experience in US/Latin American relations. In their work with Cuba ,they have visited the country almost 100 times. This book was not written because Cuba is the flavor of the day. It was written because the two authors have a real passion to contribute to the building of bridges connecting the two countries. Cuba: It Matters is timely because of the reopening of diplomatic relations but it is also shares enduring lessons learned in dealing with the U.S. and Cuba. The book addresses the long and conflictive history between the two countries and it proposes guide lines for developing a mutually beneficial relationship. It delves into the dynamics of compelling reasons that have finally brought both countries to the negotiations table and it explores the power of Miami Mania and the Cuban resistance which could yet side track fruitful negotiations. For the individual or company that wants to do business in Cuba, the authors share their experience in negotiations over the last 15 years in Cuba. It is not business as usual , both countries and people have to change laws, customs, pre conceived notions and together recognize that they have the opportunity to get it right but, as they say in Cubano es facil. (It is not easy.) At this juncture a tremendous amount of Passion, Persistence and Patience is required. Those Three Ps can be in conflict with the immediate objectives of US business and US and Cuban government policy. In so many ways, this is new territory. So that you can understand the authors motivation in working on this book

for over two years, they have shared their Two Paths to One Conclusion. Marias story portraits the epic journey she encountered in leaving her beloved Cuba. Her story, reflexes the experiences of her generation, who were torn from their homeland. Jays 40 year odyssey led him from a deeply segregated south in the United States thru a Mexico struggling for democracy, to a Nicaragua facing a Sandinista movement into a Venezuela paralyzed by great wealth and great corruption. The reader will be captivated by the original dialogue style. How the authors came together and discovered they had two distinct paths with one conclusion.

Cuba: It Matters offers a blue print of what may happen after the euphoria, steps that can be implemented by the two governments and the private sectors and the challenges ahead that must be overcome by the U.S. and Cuba. Cuba; It Matters is a must read for those interested in building a bridge for the Americas!

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