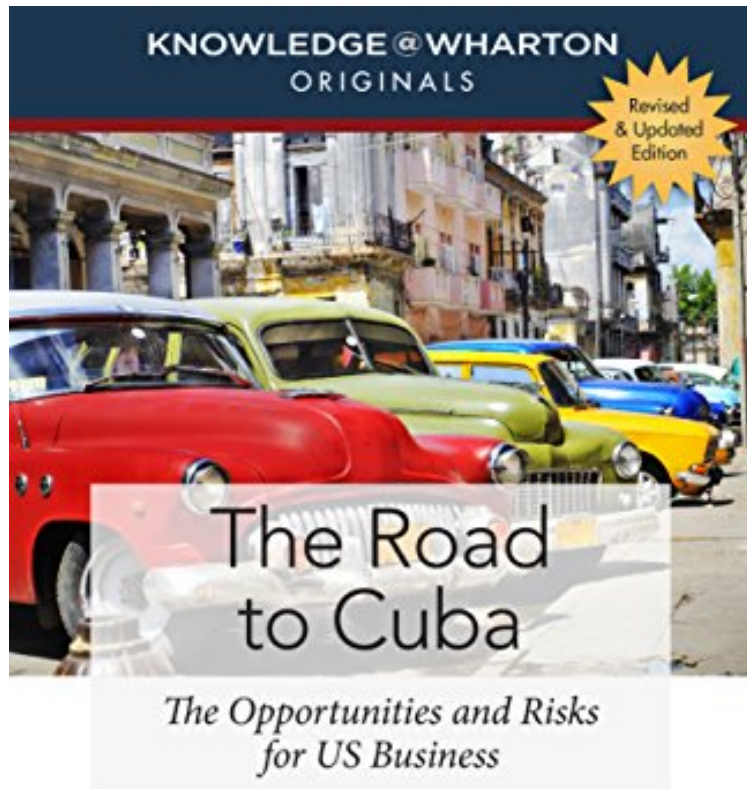


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Foreword by Mauro Guillén,
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Fully updated and revised as of March 2016, this new edition covers the latest developments to help US businesses build a strategic roadmap into the Cuban market. After President Barack Obama's announcement in December 2014, investors, business leaders, and entrepreneurs asked, What will this historic change mean for economic relations between the United States and Cuba? What opportunities and risks should US companies consider as they explore the business potential of one of the largest markets in the Caribbean? Now, 15 months later, the answers are becoming more clear. In *The Road to Cuba: The Opportunities and Risks for US Business*, Knowledge@Wharton, The Wharton School's online journal of business analysis, answers these questions and addresses:

- Quick-win opportunities: travel and tourism, telecoms, financial services, and food industries
- Longer-term prospects: construction and real estate, energy production and mining, manufacturing and retail, pharmaceuticals and biotechnology, and agriculture
- The political and economic risks and hurdles: An analysis of what could speed up or derail progress in relations

The Road to Cuba is the most up-to-date guide for business leaders in the United States who want to understand the opportunities the Cuban market holds. It is also a must-read for business leaders in Cuba and around the world who want to understand the investment and competition that is on its way.