

Latins

Latins were originally an Italic tribe who lived at Latium, IT. Latium proclaimed Roma as its capital starting Latinization soon after. Latinization was known as the spreading of Latin language and culture throughout the world. It spread out fast by the lands of Iberia (Spain & Portugal), Italy and France. As Latinization was occurring, Latins mixed with local tribes in the Roman Empire. As the roman empire went to the east, Latin culture and language became more prevailing in the area now known as Romania, which name directly derives from the Roman Empire. Overtime, Latins mixed with local Iberian tribes, Franco tribes, and Balkan tribes, and the Latin

Language started having regional accents and adaptations that have evolved to become the languages we now know as Latin Languages: Italian, Spanish, Portuguese, French and Romanian. Each one of these languages has a common root: Latin and then its regional influences. You probably heard someone saying at some point that Romanian is Latin mixed with Balkan languages. That is true for the other four languages. Spanish and Portuguese are very similar with some differences more pronounced when spoken than when written. The small differences are due to the regional effects on Latin when Latinization was happening in Iberia. At the Roman Empire apogee, Latinization was spread all around Europe, the empire was so

enormous, dominating areas now known as Germany, Belgium, UK, Ireland, and even Sweden and Finland...



Due to its extension at its apogee, the Roman Emperor decided to divide it in West and East. Over time, the thirst for power made both rulers (West Roman Empire Emperor and East Roman Empire Emperor) started fighting each other frequently and due to reoccurring

disagreements, both West Roman Empire and East Roman Empire became poorly managed allowing foreign tribes to invade it frequently. According to some historians, this was the beginning of the end of the roman empire, and soon after this power division it collapsed. After its collapse, tribes started fighting for their own lands. Fast forwarding in time, Latin became obsolete with regional influences in current language becoming predominant in time and the five derivative languages prevailed. Nowadays they are called as Romance Languages or Latin Languages. Latin countries are therefore: Italy, Spain, Portugal, France and Romania. At the formation of many European countries, many developed a passion for the ocean and sailing, and Spain

and Portugal led the sailing discoveries epoch of the world. They have gone everywhere. Columbus (Italian and Spanish sailing for Spain) found the maritime route to the Americas, reaching the country now known as Costa Rica. Vasco da Gama (Portuguese) found the maritime route to India and Asia. Conquers from many other countries started soon after, UK colonized North America, Holland and France colonized Africa, Spain colonized Central America, South America and Asia, Portugal colonized Africa, South America and Asia. Iberian countries = Spain and Portugal were wealthy and rich and important in the international scene in many different themes: culture, language, architecture, politics...

Their colonial empires ended last century with the proclamation of independence to all the Latin American, Afro-Latin, Asian-Latin countries and territories that have been up to that time ruled by either Spain or Portugal.

In USA, people commonly use the term Latin to refer to Latin American people. Since Latin Americans live in the same continent (America), they drop the “American” in the term Latin-American for simplicity. In USA, people use the word “Latino” for both men and women: She’s Latino. However, the correct word in English is “Latin” and the correct words in Spanish and Portuguese are “Latino” for one man, “Latina” for one woman, “Latinos” for men and “Latinas” for women.

In this short essay I will speak about Latin cultures mentioning different aspects of them:

- LATEU LATAM LATAS LATAF
- Culture
- Weaknesses
- Strengths
- Future

Excited? You should!! Latins are passionate excited people who love life and making friends!

Lets go! ☐

P.S.: Latins who have been born and grew up in predominately white culture nations will adapt and NOT exhibit these values described below as Latins who

have been born and grew up in a Latin culture country exhibit them.

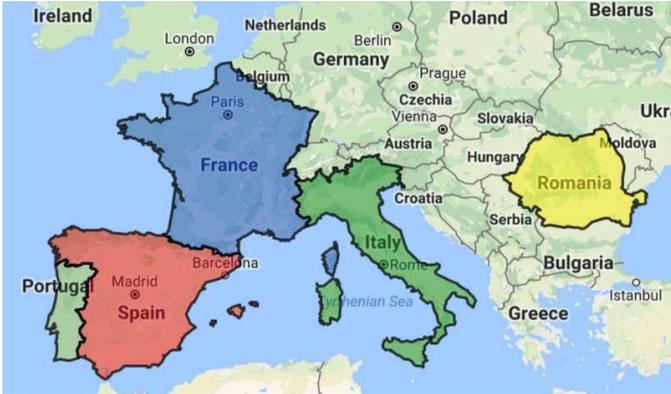
LATEU LATAM LATAS LATAF

LATEU is defined as Latin cultures geographical origin. LAT = Latin EU = Europe includes the five countries: Italy, Spain, Portugal, Romania and France, being three of them considered as well as a part of Southern Europe (Italy, Spain and Portugal), one as a part of Eastern Europe (Romania) and one as a part of Central Europe (France).

These locations have great influence in the habits and lives of people. Southern European countries are also called Mediterranean countries, not because of the Mediterranean Sea proximity, but because they are blessed

with a warm and mild Mediterranean climate that brings them mild winters and warm springs, summers and falls. Southern European Latin countries have many similarities among them, in behavior, food preferences and cultural values, even though they are terrifically unique in their own national identity. Romania has strong influence of its Balkan neighbors, and even though Romanians are proud of being one of the original Latin countries of the world, their culture is beautifully mixed with Balkan culture and aspirations. France shares values and behaviors with its Central Europe neighbors and probably won't match the descriptions shared below. Also, southern France is different than northern France, so cultural

identity may shift abruptly as you change region of interest.



LATAM stands for Latin America. Latin American includes North America, Central America and South America.

North America: Mexico;

Central America countries: Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama

Caribbean: Cuba, Dominican Republic, Haiti

South America: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela.

Territory: Puerto Rico

LATAS is the set of countries that have been in the past colonies of both Spain and Portugal and that still speak these languages and have Spanish or Portuguese as official language.



Spanish Language: Philippines, and some regions in Micronesia, Formosa, Indonesia and Sulu archipelago.

Portuguese Language: East Timor, Macau (China), Goa (India)

LATAF is the set of countries and regions in Africa where Spanish, Portuguese and French are spoken.

Spanish Language: Equatorial Guinea

Portuguese Language: Angola, Cape Verde, Guinea-Bissau, Mozambique, Sao Tome and Principe, Equatorial Guinea.

French Language: Algeria, Benin, Congo, Mauritania, Rwanda, Seychelles, Togo, Tunisia...

Depending on the continent and region where the countries are geographically located, cultural values and identity vary. In truth Latins can be of any race. *There's some encyclopedias that consider a Latin race original from Southern LATEU defined as*

people with olive skin, dark hair and dark eyes.

However, after colonialism and expansion around the world, we find Latins of every race. Latins in Africa may choose to identify with Black cultures over Latin cultures. Latins in America may choose to identify with Latin cultures over native cultures. Latins in Asia may choose to identify with local Asian cultures than with Latin cultures. This has never been seen to any Latin person as something negative. It is true in the past, Latins have unfortunately attempted many times against Human Rights and humanity, but we must always place events in History and know that at that time, science, anthropology, knowledge and wisdom were not too developed, so, I believe, it is wise to forgive our ancestors

anywhere in the world for their shortcomings, learn from their mistakes, and do our best to not make them again. What is shared below is about general traits of Latin cultures, of course everyone is a unique being with unique visions, personality and ways of seeing things. Also, these may not apply to Latins who identify with other cultures over any Latin one, depending on continent and ancestry. However, and even though many may not exhibit such behaviors, if you were to ask them about them they would understand what is mentioned here, because of their proximity to it.

Generalizations are often statistically inaccurate, so please keep in mind this alert about its risks. It is not my intention to uniformize Latin cultures or Latin people. It is

my intention to let everybody know a little bit about it, because we all agree that over decades Latin cultures have been portrayed as the “bad guys” of any movie they would happen to be at. This pejorative image that has been sold about Latins, Latin countries and cultures is very negative and represents a loss in many millions of dollars of investment and others in Latins, Latin cultures and countries. I would love to bring you understanding about our cultures. So that you and yours understand at a deeper level why we act and react the way we do, instead of judging us against your own culture. I would love to bring value and I am happy to let you know that if you have any questions, comments or proposals for projects that pertain any Latin culture in any continent I

will be very happy to help you out with it! It is one of my dreams to help all Latin cultures and people, because I know many still live in suffering and I feel I could contribute and help everybody a lot.

Below are some general considerations and global cultural values and behaviors that most Latins exhibit. Keep in mind everyone is an individual and each person must be acknowledged and dealt with taking into consideration their own personality and personal opinions about the most various subjects.

Culture

Latin cultures are very diverse. Latins (originally from Latium, IT) were mixed over

time with people from the regions they've settled at. Latin cultures are very rich in music, dances, food, and tourism. Latins are usually friendly people with big smiles, who values making friends and good talks. I have divided this tab in different sub-subjects important to a cultural analysis. Also, LATEU cultures are different than LATAM cultures, because in LATAM countries, Hispanics (Spain) and non-Hispanic (Portuguese and Italian) migrants have, in large amount, mixed with native American people, transforming Latin cultures into a joyful mix of habits, food, and cultural identity itself.

Even though some encyclopedias define a Latin race as original from LATEU in which they say the typical Latin has dark hair, dark

eyes and an olive skin, this definition can hardly be applied to LATAM, where there are Latins of all races. Over time, Latins have mixed with many local and regional races and nowadays it is more of a Culture or set of cultures and cultural values and habits than a race. This brings a lot of confusion to other cultures that assume a blue eyed blonde person isn't a Latin when they may well be. Other times people assume light skinned Latins identify as white when they identify with a specific Latin culture. Afro-Latin people for example, usually identify with both: they will tell you they are black and Latin. So, associating a look with Latin cultures may work in Europe but may not work in the other continents of the world. In LATAM, Latins look very different

North to South. In equatorial countries and areas people tend to look tanner and there's a great influence of African ethnicity and culture. At temperate climate countries (the southern ones) there's more people of a lighter complexion (Argentina for example) if not mixed with Native Americans. Native Americans are free to choose their culture and they usually, if not mixed opt for their Native cultural identity that should be respected by all. European ancestors have in at the time of colonization try to disseminate Native Americans, it is sad however we must forgive them because they didn't know any better. Nowadays we DO know better and we must act on it.

Next, I will share some of the most predominant Latin cultures values that are common to most Latins. Always keep in mind that everyone is an individual and some people may display very different values because of how they were brought up, educated and where they've lived at and what experiences they've been subjected to.

- ***Being vs Doing***

Latins value *being* versus *doing*. Don't get us all wrong, we love achievement and success, but we value obtaining them through BEING true to ourselves and not through just doing this or that like a robot to reach a specific goal.

European, American, African and Asian Latins despite their ethnicity and subculture, value overall being. We love doing things too but with meaning, meaning you should do what matches your being and not do just because you want to achieve success. Latins enjoy seeing people succeed but will value more those who did it being themselves, being authentic, over those who just chose something that would make them famous or rich. Most Latin cultures value wellbeing and happiness over other things. Family and friends are very important to them.

- ***Study / Work Preferred Method***

Most Latins prefer a collectivist environment than an individualistic one. Many Latins can be

individualistic while studying or working (preferring to do it by themselves) by there's a collective vision about the group they're immersed in, meaning in case of doubt they will stand together against the professor over taking sides with a professor for credit for example. Same in a workplace, those who betray everybody's trust are often negatively judged. Latins strive BETTER in a collective environment where they can feel supported and they can trust each others, rather than in an individualistic environment where they have to isolate themselves from all others to succeed. Latins are usually very communicative (even the shy ones) and value friendships and relationships over achievement.

- ***Achievement***

Most Latins prefer to win in a cooperative environment supporting them in their path for achievement rather than a cut – throat competitive environment. Latins want to, most of us, be good people. There's a cultural perception that people "who do whatever it takes" to get somewhere in life aren't trustable or inherently good. We usually think "if this guy killed his business partner to get his money, soon would he will be doing the same thing to me too". People who act this way are judged by society in a negative way that doesn't favor or cheer their accomplishments. Mafia people, gang people, women who sleep around to advance in their careers, people who steal from others, regardless of how famous or rich

they get, are not celebrated by most Latins and are a reason for social shame. Latins value good people. People who care. On their way to achievement, most Latins will achieve better results if they can do it in a supportive and cooperative environment rather than in an environment that only stimulates their individualistic side. Not many Latins will choose a cut throat competitive environment, it is not the only way we see as possible to achieve our goals, and certainly not the favorite one, most of us do not want to step on others to evolve. Of course, there's exceptions. Latins value good talks, sharing their experiences, friendly feedback and to discuss ideas. Most Latins, the competitive ones, prefer friendly competition or a competition with specified

rules, many will refrain from a cold and harsh competition. Since early age, at school and hobbies, teachers and mentors applaud those students who help others, who are kind to others, who teach those who do not know. Competition is stimulated but in a friendly manner, which means doing “whatever it takes” is not encouraged and those who do it are usually avoided or mistrusted by others.

Many Latins will prefer not to achieve something if that means becoming a bad person in the eyes of others.

- ***Time: Punctually vs Relationships***

If you have meetings with Latins you will notice that they are, at times, a little late and make no big deal about it. It is a part of our culture that

arriving fifteen minutes later is acceptable. Some Latins are very punctual while some others linger a bit in time, but if not too long of a wait, fifteen – thirty minutes after scheduled time is acceptable in most Latin cultures and not a reason to get mad at that person. With bosses, it will be different, and most Latins will choose to arrive on time, but with peers or in casual meetings, a little late is ok.

When meeting with other cultures, however, Latins must pay attention that in some of them punctuality is very important and arriving late means “not caring enough”. On the other hand, people of other cultures that have meetings with Latins and see them arriving a little late, must know that it doesn’t mean they don’t care, it’s simply how it works in our culture.

- ***Communication: Direct vs Indirect***

Most Latins prefer direct communication versus indirect. It is usual in Latin cultures that people enjoy verbal people who say what they think, rather than people who leave you wondering or are not very direct or do not mean what they say. Also, most Latins value verbal communication a lot, meaning talking and writing are very important to us. When we agree or disagree we are taught to express it. There are very quiet Latinos as well however who prefer not to express what they think, choosing to express what they feel and think through actions only. However, it is common that in family and in friendly environments those shyer people will likely become extroverted, as they trust their environment and

people. Shy or outgoing, it is common that in Latin cultures prefer direct communication rather than indirect.

- ***Expressiveness***

Latinos are usually affective people who aren't shy to show their emotions. Latinos prefer to express affectively rather than neutral (no emotion). We often do not know how to interpret neutral people or neutral expressions. It seems there is something missing and we can't really connect with the message. Most Latin cultures are warm and friendly and cold or unemotional behaviors are not that common. Latin people often shy away from unemotional people not because they judge them badly but because they can't connect easily with them,

can't tell about their intentions or don't know how to act with them. Communication among Latins is often affective, genuine and it is common to make friends fast and easy. Overall, Latin cultures are very expressive and to us expressing one's mood, thoughts and feelings is received well. Others are not meant to use that against them later, doing so will make them feel betrayed and used.

When you feel a Latin is avoiding you, ask yourself if your communication toward them is too cold or unemotional. We deal better with emotions than other cultures. Perhaps that person doesn't know how to react to you or what to tell you and so avoids you to avoid confrontation or misunderstandings.

- ***Politics***

There is an intrinsic expectation among all Latin cultures that the government is supposed to solve society's problems. Whether right or left, representatives are for Latins responsible to better their lives and solve problems. This may be in clash with other cultures perceptions about politics. Most Latins believe that people with prestigious positions in society should help those they represent and solve their problems to some extent. Most Latins believe that education, health, retirement and related should be facilitated by their government, as they believe it is a right of all citizens. Also, it is common that in Latin countries, degrees: MSc and PhD degrees taken in private schools are of lower quality than those in public education.

Most Latins, whether with left or right ideology preferences, see in governments and representatives the hope for their nation, meaning, if they occupy the highest rank in prestigious jobs and since they earn so much more they should solve people's problems. Intellectualism is valued and recognized, and people usually feel that those who know more should help those who know less.

Weaknesses

I will speak about Latin cultures weaknesses diving it into different subjects that I believe are somewhat responsible for those weaknesses

and then will share how I think we could solve them

- ***Economy***

Economy is not a strong point in most Latin countries. Mainly because Latins usually value other things more than it and because we have never been wisely taught how to do it. The truth is, because cultures are different, what works in Northern Europe may not work in Southern Europe. What works in Canada may not work in South America. Regardless of the government being right or left, most governments consider first other subjects than economy. Social issues come first, health or education, economy reforms or retirements, monuments restoration and so on. The issue

is, when in groups such as the EU or America, Latin countries will feel the consequences of their economy and be in disadvantage when compared to others.

Problem / challenge

Latin countries economy is not as strong as other cultures countries economy.

Solution

Because the culture, cultural values and what people strive form and live for are different, economy methods applied in other cultures countries may not work in Latin countries. Whether the government is right or left, there should be adaptations to each country's own culture. You cannot expect a Latin to feel guilty for arriving five minutes late. It doesn't make

sense in our cultures, to condemn us for that is unfair to us, because we do not relate in such a way. You cannot expect a Latin to, cut throat, compete with someone else, because probably it is not something that makes them feel well, it even may make them feel guilty. An economy model that values overriding others or says “fuck your feelings” is not very appropriate to Latins, because Latins value their feelings. It is not about being a capitalist economy model or a socialist one (please check the political ideologies model and see that socialism is not communism, communism and fascism are dictatorships whether socialism, liberalism and capitalism are democracies) it must be adapted to the culture itself to guarantee that people do not feel economy as a burden in their lives or

something negative that takes away their happiness in living. Economy models used in other cultures countries if adapted to Latin cultures may as well work, however imposing a model that means nothing to citizens will make them feel as if that economy is a burden instead of something to work for. Economy should value people's personalities and cooperative interaction preference instead of a cut throat competitiveness that is responsible for many Latins to giving instead of wanting to learn it and get better at it. Latin countries governments could invest in experts to find models that include Latin cultural values.

- ***Not utilizing their own resources better***

Probably because of not being too savvy in economy, Latin countries usually do not utilize their resources and talents as they could. Governments could explore their own cultural identity to make of their country something unique and with worldwide recognition.

Latin cultures must learn from other cultures and do more marketing about themselves as well. Because humbleness is valued, self promotion sounds as cockiness to us and it is in excess to us very annoying, however we would benefit from using a bit more of it to promote to others what we love and care for in our cultures. Tourism marketing is one of those areas we could all explore, let the world know about the beaches, the friendly people, the late sunsets over the sea or the mountains, the

good food, the good wine, the good talks, the relaxed ambience, the awesome music and dances, the amazing unique culture...

Problem

Not utilizing (making sure no destruction is made) the natural resources and people's talent better

Solutions

- Seize the proximity to the sea:

many Latin countries have a gorgeous sea around them or near them. Investing in tourism, making it of quality in the eyes of the world and market about that same tourism in an unique manner will bring the interest of many other cultures around the world.

- The mountains and forests (Amazonia for example) that are worldwide known and appreciated. A quality tourism shared with the whole world will attract many students, tourists and people curious about those places.
- Latins at times value foreign people more than themselves, this should change. Valuing the talent and imagination of their own people will make people happier, and also will provide unique value to that country, boosting economy and creating at the same time an unique brand
- ***Allowing other cultures to emotionally mistreating them***

You probably won't understand this part if you are not a Latin, Latin mixed or Latin descendant. For many decades there is a silent attempt to override Latin cultures and cultural values by other cultures. It is silent, so you probably do not see it. You can see it in the way some people ignore Southern Europeans. They are not rude, but simply ignore the fact that Latins have their own cultures in Europe. This superiority hurts Latins, however not many will express it. Some politicians are constantly bullying Central and South American countries and even if Latins don't say about it that behavior hurts them.

However, Latins often allow it by either not saying anything about it or putting their own

selves down for believing they deserve bullying and disrespect.

Latins must own and respect who and what they are. Own and respect their own values, what they stand for and stop allowing other cultures to emotionally mistreating them. If we do it, because of our lack of knowledge about economy, then we must solve that issue. So that we do not have to allow disrespect under any pretext or situation.

Strengths

Below are some of the strengths of Latin cultures and I will explain below how to use them to our own benefit.

- ***Art & Entertainment***

Latins are multi-talented individuals that can offer great contributions to art and entertainment nationally and internationally. However, they need support. There are millions of people who give up on their talents for lack of opportunities. Encouraging through contests, competitions, presentations people to participate will make them feel confident in their own skills. Also, there are artists and entertainers of all ages. Removing the boresome of age (like in the USA where you can succeed at ANY age and you are applauded it for it) Latins must stop thinking and believing in an obsolete way that only young people can live their dreams and pursue a career in arts and entertainment. Not only teenagers have something to offer. It's time to

give chances to people of all ages and cheer them up for their courage in never *giving up*.

- ***Gastronomy and Music***

Everybody who visits Latin countries speaks about the food, wine and music. If these can have appropriate marketing, they can travel worlds. Latin food is something to invest in, whether locally or by opening restaurants abroad. Exportation of traditional foods to places that have no idea of what Latin food is. Courage in the unknown. Latins are at times very fearful in business and choose not to do it because they do not the result, but that's exactly one of the aspects about business to learn.

- ***Science ambition***

Latins are highly intelligent individuals in science too. Many study abroad and decide to work abroad in prestigious companies. It is time for Latin countries to invest in their own scientists to develop their own inventions that may match their cultures more than other inventions and approaches. Science ambition is a great thing to encourage. Since early age. There are many Latins with great scientific and analytical thinking abilities that contribute greatly to science nationally and internationally. Investing in science is always a good investment. Also, in doing so, that Latin country can implement and create a brand that will become recognized internationally in no time. Marketing is fundamental to make it happen

efficiently. Latin countries fail in marketing all the time. We watch Mr. Donald Trump and many like him self-congratulate himself all the time, saying the USA is the greatest country in the world. To Latins this sounds off. We value other people recognition way more than self-advertisement, however to start, Latins must put themselves out there and let the world know all the unique things they have to offer.

Let's work on marketing a little bit more and let the rest of the world know we exist and we are not the bad guys as many like to paint us.

- ***Education***

Education works wonders with Latins. Those who choose to pursue education and make good use of it usually succeed. Even if they,

school, choose to start businesses or work to a company or in public service, education gives the self confidence to Latins they need to feel apt to compete for a better life and with others. Positive marketing about education, educational contests, financial stimulation are some good ways to keep Latin people studying and at school.

Also, introducing entrepreneurship courses in academic degrees is a good intellectual investment in the future of our nations.

Innovating education and including modern techniques and experiences will bring an enthusiastic feeling of excitement. Information about what each degree can offer in the future

is one of the best ways to keep people at school too.

- ***Personality***

Latins value personality over anything else. To us, a person with personality is a winner, is strong. Latin cultures value people who say what they think, who aren't afraid of expressing their feelings and thoughts. We are, ones more than others, but overall good with words. Specially in communication with someone else, one-on-one. This is an asset. This could be explored by us. We are natural communicators. If we are to choose being nice toward each others, and truly live our principles and values we can build and do a lot in the future! To us Latins, men and women with a strong

personality are looked up to. For some other cultures we may look stubborn and perhaps we are a little, but that's because we are passionate about what we believe in. we need to know that other people, however, may not be used to so much passion in defending what we defend, so it's good to at times take it easy.

Our tendency to have a strong personality doesn't have to mean not listening to others though. It is important to listen to what others have to say. If we do, we win twice. And then think about it. Latins have great qualities and potential, we must see it, recognize it and act on it. At times we do not act on our ideas as we should. With structure and confidence.

Latins at times put themselves down, this must change. For those who aren't Latins, they don't know that this comes from being put down by other cultures, namely white. It is common that we interiorize what they tell us, and then feel we deserve being ignored or mistreated. The misperception is that many people are cold that way not only for us but for everybody, it's just a specific type of personality, we can move on and choose not to identify with such treatment.

These are the main points we think we need to work on, all of us, to beautifully shape our future.

Future

I have deep hope in the future of all Latin cultures. I think the fundamental points for our evolution and emancipation in the world are:

- Our strong cultural values
- Our natural carefree and happy way of living
- Our natural communication skills
- Our friendly and genuine personality
- Our peaceful nature
- Supporting each others
- Utilizing better our natural resources
- Our easiness in making friends wherever we go
- Our talent for social matters and politics

- Our willingness in being good people
- Improving our self esteem
- Not allowing others to step on us
- Learning economy and how to apply it to our own cultures
- Proudly (but not arrogantly) share our cultures with others
- Create new ways to add to the world in fields such as: Politics, Science, Education, Arts and Entertainment, Social Help, Medicine, Scientific discoveries, Climate Change and so many others...

All these combined can boost us, our countries and cultures to overcome all the bullying and defamation that so many insist in perpetuating.

PIIGS was a defamatory term used against Latin southern Europeans (Italy, Spain, Portugal), Greece and Ireland due to economic reasons. Central Europe and the EU instead of helping economically these countries with good and uplifting marketing about their good assets, defamed them in the eyes of the world which created a blockage in international investment in these regions and a decrease in tourism unhelping their economy and tourism. Instead of marketing about the gorgeous beaches in Italy, Spain, Portugal and Greece and the gorgeous castles in Ireland, people have chosen to embark in a defamatory

marketing campaign against these five countries, that has proved to be economically detrimental to all of them. Nevertheless, all of them, with the exception of Greece, has turned around their weak economies on their own and are now in much better shape.

Even though the name PIIGS is hard to forgive, it is convenient that we move on. It is good to create a brand that is our own or rebrand ourselves in the eyes of the world.

Same for Latin America. Even though some people from other cultures choose to defame LATAM constantly, people from all over LATAM have a lot to offer, much talent, intelligence and goodness to offer to everybody. Despite the fact that everyone is an

individual, the common cultural values persist, and when hiring, collaborating or working with Latin people, the strong cultural values of our culture will come up.

I hope this essay helps you understand Latins a little more, and that it helps humanity to give us a chance in the world, besides pejorative stereotypes perpetuated by movies, old fashioned people and even some racist politicians.

You have the choice to be like them, or to be and do better!