



Hispanic Marketing

Felipe Korzenny, Betty Ann Korzenny

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This book is about strategic thinking in Hispanic marketing. The size and economic importance of the Hispanic market in the US are attracting enormous attention. The buying power of the US Hispanic market is now larger than the GDP of the entire country of Mexico, and it is the second largest Hispanic market in the world. Businesses and institutions have launched major initiatives to reach this important segment. Yet, the number of qualified individuals who understand the market is small; and many of those already catering to the market still struggle to learn about its intricacies.

This book is a cultural approach to Hispanic marketing. Each of the chapters describes and explains the cultural principles of Latino marketing. Recent case studies help marketers relate to the material pragmatically. The book integrates concepts and practical examples and provides critical guidance to discern between alternative courses of action.

This book is not about repeating well-known statistics, but about the Hispanic market as a cultural target. It takes a profound look at the values, beliefs, and emotions of US Hispanics, which impact consumer behaviour. Each of the chapters has been the subject of public presentations and lectures to marketing professionals. It is their positive reactions as well as the authors' dedication to Hispanic consumers which motivated this book.

Chapter 1: The Role of Culture in Cross-Cultural Marketing

Chapter 2: Characteristics of the Hispanic Market

Chapter 3: What Makes Hispanics "Hispanic"

Chapter 4: The Role of Language in Hispanic Marketing

Chapter 5: The Processes of Enculturation, Acculturation, and Assimilation

Chapter 6 Cultural Dimensions and Archetypes

Chapter 7: Culturally Informed Strategy Based on Grounded Research

Chapter 8: US. Hispanic Media Environment and Strategy

Chapter 9: The Evolution of Hispanic Marketing

Chapter 10: The Future

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