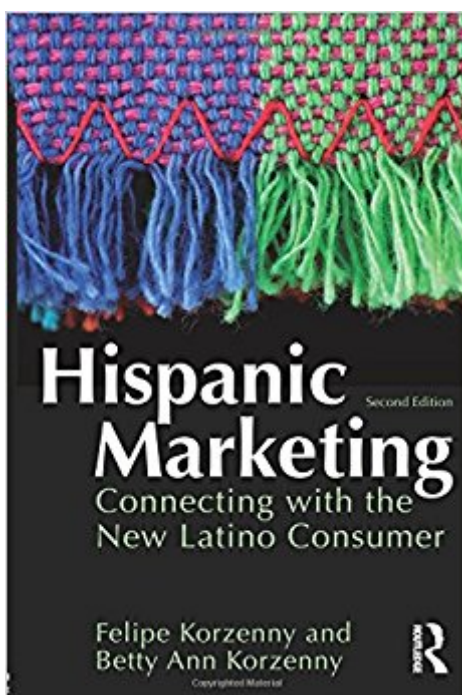


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# Hispanic Marketing: Connecting With The New Latino Consumer



## Synopsis

Hispanic Marketing: Connecting with the New Latino Consumer is about using cultural insights to connect with Latino consumers. It's about marketing strategies that tap into the passion of Hispanic consumers so that marketers and service providers can establish the deep connections they need for a successful campaign. This book provides an understanding of the Latino consumer that goes beyond simplistic recipes. This highly revised and expanded edition comes on the heels of new US Census figures: Hispanics now account for 53% of the US population growth since 2000, soaring to over 16% of the total population. Corporations are now realizing that they must incorporate Hispanic cultural values into their products, services, and communications. This edition reflects and responds to the profound changes the Latino market has experienced since the first edition. It considers the way in which changes in cultural identity, immigration, economics, and market synergies need to be addressed in a new relationship with Hispanic consumers. Twenty-five new industry case studies illustrate the chapters. These case studies show how brands from diverse categories have developed a cultural understanding of their Latino target and created campaigns that established strong bonds. \* Shows marketers how to better connect with the Hispanic consumer, over a \$1 Trillion dollar US market \* Fully updated to include 2010 census data ensuring all references are up to date to aid today's marketer to target this lucrative segment \* Brand new coverage of hispanics online, 2nd and 3rd generation hispanics and how social media such as MySpace and Facebook affect this market segment aids marketers in planning most effectively

## Book Information

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## Customer Reviews

Felipe and Betty Ann have evolved their earlier work on Hispanic Marketing into a new and even stronger work that pushes the reader to become more strategic and thoughtful when developing marketing platforms for Latinos. The conceptual framework of *Hispanic Marketing: Connecting with the New Latino Consumer* is a thoughtful approach around creating marketing actions that are based on a deep understanding of Latino culture. The reader is provided the tools to be able to better interpret the cultural nuances of being Hispanic and how to make more informed and empathic marketing decisions.

J. Alexander M. Douglas, Jr., President Coca-Cola North America  
Once again, the Korzennys leverage their extensive years of experience, research, and knowledge in Hispanic marketing to share new and valuable insights into the evolution of this dynamic marketplace. Frank P. Ros, AVP, Latin American Affairs, The Coca-Cola Company  
Drs Korzenny has produced another masterful work that takes us on a historic Hispanic cultural journey that allows us to understand the heterogeneity of Hispanics while applying this information to contemporary marketing strategies. Richard Carmona, MD, MPH, FACS, 17th Surgeon General of the United States  
If you're a marketer looking to better understand the lucrative Hispanic segment, then this book is for you. Felipe and Betty Ann Korzenny take you on a journey inside the mind of the Latino consumer and provide you with the perspective and facts you need to design more effective and efficient Hispanic marketing strategies.

Gian Fulgoni - Chairman, comScore  
"Even after 28+ years of conducting multicultural marketing research, reading this book was an eye-opener. It delves into nuances that anyone working in, or contemplating a career in, any type of marketing should read. The old assumptions have changed! This book brings together the proper questions a marketer should ask along with how to interpret the answers BEFORE potentially catastrophic mistakes are made." Michael Halberstram, Interviewing Service of America  
"This book should be on the desk of every marketer responsible for effectively understanding and targeting Hispanic consumers in the US. It's an invaluable primer for those who are new to the market and need to understand the cultural history and dimensions of this population. Those who are well entrenched in this market will find the case studies, practical advice and overall frameworks well suited for further building their business case and exploring new ways to position their campaigns and products."

Tamara Barber, Multicultural Marketing Expert

Felipe Korzenny, Ph.D. is Professor and Founding Director of the Center for Hispanic Marketing Communication, Florida State University, Tallahassee, FL, USA and Co-Founder of Cheskin. Betty Ann Korzenny is Associate Director at the Centre for Hispanic Marketing Communication, Florida

State University, Tallahassee, FL, USA. She has held high-management positions in major US corporations and has been a business owner and executive in leading US consulting and marketing research companies.

It's impressive how fast things are moving and morphing in the US Hispanic Demographics. Drs. Felipe and Betty Ann Korzenny are not only keeping pace, but setting the stride, very quickly responding to the much expected and still unanticipated result of the 2010 census and the evolution of the Hispanic market, particularly the acculturation and natural growth versus immigration phenomenon and trends. This new edition contains information, insides and great cases useful for all sorts of specialists and newcomers: Experienced M2H professionals looking to update their knowledge and compare notes; general marketers looking into gaining a better understanding of the ever so important HM and for Business People who is considering or is in the process of getting into the Hispanic segment for the first time. This book, as the previous edition, is a great desktop topic reference book. The new cases -real-life examples of trend setting organizations are great; providing valuable exposure to agencies and leading companies that have embraced and are succeeding in their M2H investments.

I was fortunate enough to read the book first and then meet Dr. Korzenny in person. He has a wealth of experience in the Hispanic segment in the U.S. This book will help anyone, Hispanic and non-Hispanic to understand from an experienced view point, how to understand Hispanics and best leverage the opportunity with this growing segment in the U.S. population. I am currently in a new position leading the Hispanic market initiative in my organization and Dr. Korzenny's book has helped us lay the foundation and operational definitions, so we can get moving into more important steps. Strongly recommend it.

Great book. Good insight about the Hispanic population. It was very useful to gather the information that I needed for my paper.

Review already written and submitted.

As one of our most recent U.S. Presidents allegedly said to a campaign aide, "it's culture stupid" (see note below); this is what Drs. Felipe and Betty Ann Korzenny have captured in their updated edition of Hispanic Marketing. Missing from the dialogue among marketing executives in corporate

America has been the core and central issue: Cultural Differences. Nearly two decades ago when I first met and worked with Dr. Felipe Korzenny we were in pursuit of the Holy Grail that would once-and-for-all enlighten corporate executives on the uniqueness of the Hispanic segment. Back then the easy default was language and for many today it remains the default. The Korzenny's thought leadership has been long over due. They join a few broad and deep thinkers like General Petraeus (co-author of Counterinsurgency, 2006) in identifying and articulating the importance of culture in winning the hearts, minds and wallets in the case of marketers to accomplish objectives and maximize opportunities. Understanding a market segment's cultural worldview will help you find common ground to make your brand resonate. *Hispanic Marketing - Connecting with the New Latino Consumer* is a must read for marketers and all Latinos in corporate America. Having a comprehensive understanding of one's culture will empower you to make a bigger difference by helping executives connect the dots. Note: the original statement was "it's the economy stupid"

"All marketing is cultural" is perhaps the strongest statement made in this book. In this new edition of their book on Hispanic marketing, Dr. Felipe Korzenny and Dr. Betty Ann Korzenny provide an updated and well needed look into today's complex Hispanic consumer. The book provides the necessary historical and cultural background to explain the current trends in Hispanic marketing and show a glimpse of the future of marketing in a multi-ethnic United States. Readers will navigate a familiar terrain of cultural dimensions and archetypes but applied to today's Latino consumer. Each chapter is followed by case study examples that bring the concepts and executions alive and allow readers of any level of expertise to learn something new. Any marketer working in today's multicultural America needs to read this book. Whether you are interested in the Hispanic market specifically, the general market, or any niche market, this book will help you think in terms of culture and will provide you with tools and approaches to better serve your public. This is not a bookshelf book. Read it, consult it, and you'll soon find yourself sharing it and talking about it.

The new edition of *Hispanic Marketing* is a classic, evolved. Felipe and Betty Ann Korzenny are pioneers in the Hispanic marketing world and this book shows that they also stay current and look ahead. The way this book presents fundamental Hispanic cultural insights and what they mean to marketers and researchers makes it a must read for students and professionals. As an account planner and researcher, I see myself revisiting the chapters on culture, again and again. I loved the fresh and inspiring section about different ways of obtaining cultural insights through literature and music, based on original research done by students at the Center for Hispanic Marketing

Communication at Florida State University. What I find most valuable in this edition is the new case studies and the comprehensive chapter on Hispanics and the digital world (also based on original research from the Multicultural Marketing Study that Dr. Felipe Korzenny leads at FSU). Full of great essential cultural information, implications for practitioners, as well as hot topics, this book is a pleasure to read.

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