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Hispanic Marketing: Connecting with the New Latino Consumer

2nd Edition

By **Felipe Korzenny, Betty Ann Korzenny**

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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.

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

"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

Authors Biography

Felipe Korzenny, Ph.D. is Professor and Founding Director of the Center for Hispanic Marketing Communication, Florida State University, Tallahassee, FL, USA. He has consulted and conducted market research with Latinos for many Fortune 500 companies.

Betty Ann Korzenny, Ph.D. is Associate Director, Center for Hispanic Marketing Communication, Florida State University, Tallahassee, FL, USA. Her experience includes guiding multiple large companies in obtaining an understanding of US Hispanics.