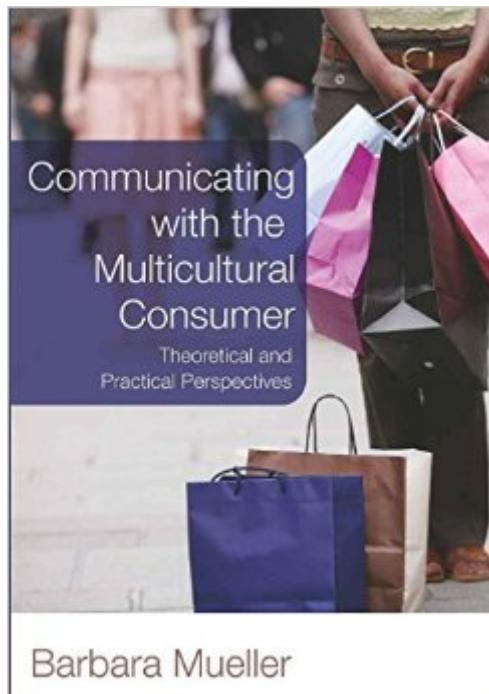


The book was found

Communicating With The Multicultural Consumer: Theoretical And Practical Perspectives



Synopsis

Communicating with the Multicultural Consumer highlights demographic changes impacting the consumer marketplace in the United States. Growing multiculturalism creates both new opportunities for marketers as well as new challenges. With a balance of theoretical and practical perspectives, this text explores how to develop successful campaigns targeting Hispanic Americans, African Americans, and Asian Americans. Complete with current examples and case studies, it addresses the key issues that must be kept in mind when creating effective communications programs for ethnic consumers - from marketing mix elements to cultural norms and values. Communicating with the Multicultural Consumer is an ideal text for advanced undergraduate and graduate students in specialized courses dealing with ethnic advertising or marketing. It is also an effective supplementary text for introductory advertising, marketing or mass communication courses, and would be useful to advertising practitioners - whether on the client side or within the advertising agency.

Book Information

Paperback: 352 pages

Publisher: Peter Lang Publishing; 1st New edition edition (October 1, 2007)

Language: English

ISBN-10: 082048119X

ISBN-13: 978-0820481197

Product Dimensions: 6.3 x 0.9 x 9.1 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 starsÂ See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #302,720 in Books (See Top 100 in Books) #133 inÂ Books > Business & Money > Economics > Commerce #217 inÂ Books > Business & Money > Marketing & Sales > Marketing > Direct #335 inÂ Books > Business & Money > Marketing & Sales > Consumer Behavior

Customer Reviews

The book contains, what I need for class. 50 bucks are a lot, but I would do worse in class without it.

Very generalized data, and this edition is slightly out of date

[Download to continue reading...](#)

Communicating With the Multicultural Consumer: Theoretical and Practical Perspectives Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016 (Kelley Blue Book Used Car Guide Consumer Edition) Dynamics of International Advertising: Theoretical and Practical Perspectives Communication Disorders in Multicultural and International Populations, 4e (Communication Disorders In Multicultural Populations) Flamenco on the Global Stage: Historical, Critical and Theoretical Perspectives Consumer-Centric Category Management : How to Increase Profits by Managing Categories based on Consumer Needs Social and Political Philosophy: Classical Western Texts in Feminist and Multicultural Perspectives Mathematical Problems in Data Science: Theoretical and Practical Methods Writing Public Policy: A Practical Guide to Communicating in the Policy-Making Process Communicating the User Experience: A Practical Guide for Creating Useful UX Documentation Interpretations of American History, Vol. One - Through Reconstruction: Patterns and Perspectives (Interpretations of American History; Patterns and Perspectives) New Perspectives on HTML, XHTML, and Dynamic HTML, Comprehensive, Third Edition (New Perspectives Series) New Perspectives on HTML, XHTML, and XML (New Perspectives Series: Web Design) New Perspectives on Blended HTML, XHTML, and CSS: Introductory (New Perspectives Series: Web Design) New Perspectives on Creating Web Pages with HTML, XHTML, and XML, Comprehensive (New Perspectives Series) New Perspectives on HTML and XHTML, Comprehensive (New Perspectives Series) New Perspectives on HTML and XHTML, Introductory (New Perspectives Series) The Split History of World War II: A Perspectives Flip Book (Perspectives Flip Books) The Split History of the Civil War: A Perspectives Flip Book (Perspectives Flip Books) The Split History of Westward Expansion in the United States: A Perspectives Flip Book (Perspectives Flip Books)

[Dmca](#)