



Hispanic Marketing & Public Relations: Understanding And Targeting America's Largest Minority

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Hispanic Marketing & Public Relations provides more than 430 pages of information, case studies, charts, tables, graphs, market data and opinions based on the knowledge of nineteen U.S. Hispanic market experts.

Seventeen practitioners and two university academics contributed chapters to the book. Topics include a U.S. Hispanic market outline, acculturation issues, reaching Hispanics online, reaching Hispanics in-language, demographic projections, perceptions, public relations, Hispanic media, electronic publicity and media training, special events and qualitative and quantitative research considerations. Research guru Carlos Santiago, president and CEO of the California based Santiago Solutions Group, wrote the book's foreword. Authors include a veritable who's who of U.S. Hispanic marketing.

Proceeds will benefit the Hispanic Marketing & Communication Association. The Hispanic Marketing & Communication Association (HMCA) is a volunteer driven nonprofit professional association dedicated to Hispanic marketing excellence.

A companion website to the Hispanic Marketing & Public Relations book, the Hispanic Marketing & Public Relations Weblog ... is an excellent resource for anyone wishing to target and stay abreast of the latest information, including marketing professionals and students. Centered on the Hispanic Marketing & Public Relations book the weblog includes author photos and biographies, an event calendar, and Hispanic marketing and public relations news. At the same time, it serves as a forum for authors and visitors to post comments and share insights.

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