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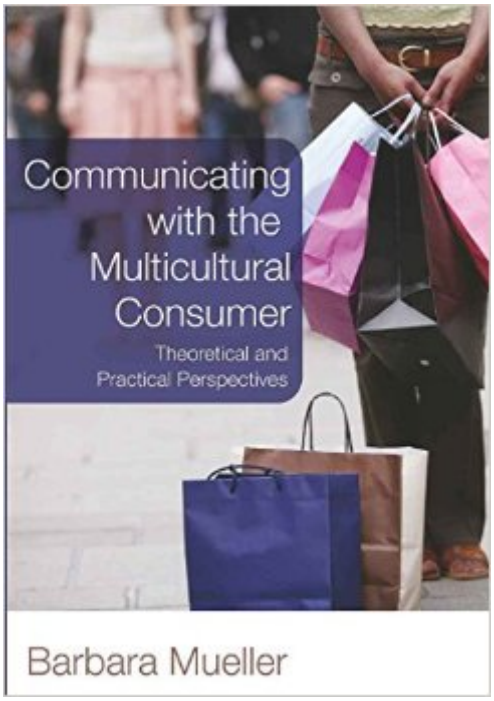
Communicating With The Multicultural Consumer: Theoretical And Practical Perspectives



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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.

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Very generalized data, and this edition is slightly out of date

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