



How to Win The Hispanic Gold Rush™: Critical Cultural, Demographic, Marketing, and Motivational Factors

Francisco Valle

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The California Gold Rush of the 1850's produced great financial rewards for those visionaries who anticipated the needs of a promising market. We are currently at the beginning of another great business phenomenon: The Hispanic Gold Rush? of the 21st century. Organizations have made the penetration of the Hispanic market a key component of their strategic growth plans, and are certainly trying to do all the "right things" to leverage the potential that the Hispanic market offers. However, in spite of their massive investments of effort and resources, many organizations have experienced only limited success. How to Win The Hispanic Gold Rush? explains how to succeed in marketing to Hispanics, presents key demographic data and cultural factors about the Hispanic population, and provides practical tools to help organizations better direct their resources. In addition, it describes four steps that can be implemented to significantly increase the penetration of this important ethnic market. To learn more about this book please, visit:

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