

The Source Book of Multicultural Experts 2014/15

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Abstracts

The Source Book of Multicultural Experts is an invaluable tool for both marketing executives and journalists. This handbook of resources lists experts in a wide range of industries, reliable sources of information on multicultural marketing. What's inside: you can find a company by business type (e.g. ad agencies, professional organizations, research firms, media), by industry area of expertise (e.g. financial services, entertainment, telecommunications, pharmaceutical) and niche market area of expertise including African American, Asian American, Hispanic, Multicultural, Disability, European, Filipino American, LGBT, General Market, Middle Eastern, and Women in Business).

Contents

How to use The Source Book of Multicultural Experts

Thought Leadership Articles

The Hispanic Market

“CSR: From Philanthropy to Strategic Marketing Tool” by Eduardo Perez, PM
Publicidad

Multicultural Market Research

“Breaking Out of the Old Marketing Research Box” by Michael Halberstam,
Interviewing Service of America

Direct Marketing

“Cultural Competency and the Importance of Name Research” by Karen Sinisi, Ethnic
Technologies

Market Experts and Business Leaders

Listing by Industry Expertise

Alphabetical Listing by Company (with Contact Information & Profiles)

About Multicultural Marketing Resources, Inc.

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