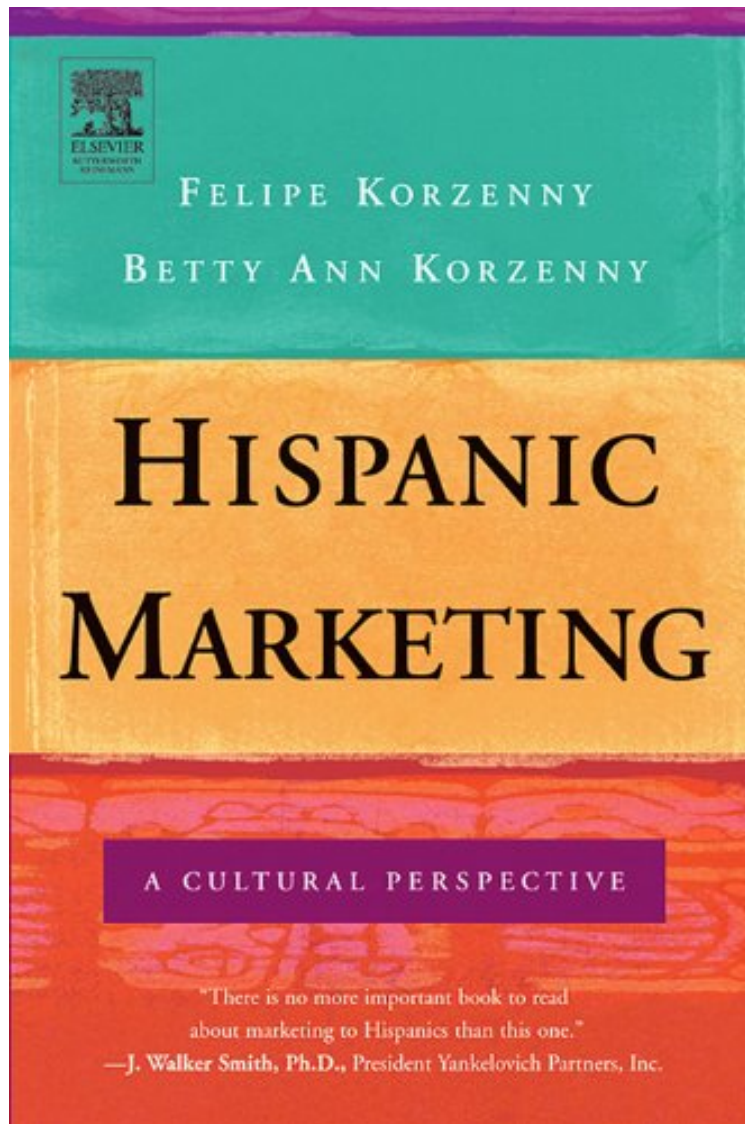


## Hispanic Marketing

*Felipe Korzenny, Betty Ann Korzenny*  
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**Felipe Korzenny, Betty Ann Korzenny : Hispanic Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hispanic Marketing:

2 of 2 people found the following review helpful. Going Beyond Marketing SuperficiallyBy Marta VillanuevaIn this book, the Korzennys completely immerse the reader into the Hispanic mind by setting a firm foundation in history, demographics, socioeconomics, geography, and other aspects of the Hispanic experience. Taking the reader deep into complex concepts such as archetypes, core values, and beliefs, the Korzennys provide effective models and approaches for successfully targeting the Hispanic market. Reading each chapter of this book is like putting together a puzzle that when fitted together completes the picture of the Hispanic experience.The richness of this book comes in

the easy way it explains the complexities that exist in the Hispanic market, tackling complex issues like going beyond "superficially" marketing to Hispanics, English and Spanish language usage, acculturation dimensions, and archetypes, to name a few. Accomplishing the daunting task of effectively catering to various readers with something for anyone interested in Hispanic market, this book will leave you feeling much better equipped to target the Hispanic market. With a solid foundation of basic knowledge, practical applications, and high level concepts, *Hispanic Marketing: A Cultural Perspective* is a must-read book that will never collect dust on your shelf... you will find yourself referring to it again and again for its wealth of insight and breadth of cultural knowledge.

2 of 2 people found the following review helpful. **Insightful book about the Hispanic Market** By Isabel Aneyba I always strive to better understand how to take advantage of the Hispanic market opportunity. I read the book "Hispanic Marketing" as soon as it came out in 2005. Since then I have read every single Hispanic marketing book that was issued. To my surprise this book is still the best. Each chapter and case is very detailed and offers an outstanding amount of knowledge, insight and foresight. I simply called this book "the bible" for any one that is doing research, marketing, and targeting the Hispanic market. The cases shared in this book say "the truth" about how to successfully connect with Hispanics through cultural insights. This book's authors, Mr. and Mrs. Korzenny, are very generous marketers who want us - the readers- to succeed in all our Hispanic Marketing endeavors.

0 of 0 people found the following review helpful. **The Definitive Resource for Hispanic Marketers** By Joe Kutchera Felipe and Betty Ann Korzenny have written the definitive resource for Hispanic marketing professionals. If you are considering entering the Hispanic market, this is the first book you should refer to for best practices. The section on consumer research and focus groups, for example, explains how Hispanics may respond differently to interview questions because of their cultural orientation to agree with interviewers. In contrast, Caucasians feel much more comfortable stating their opinion directly, positive or negative. Thus, the Korzennys help marketers consider how best to ask questions of Hispanic consumers to uncover the answers they seek.