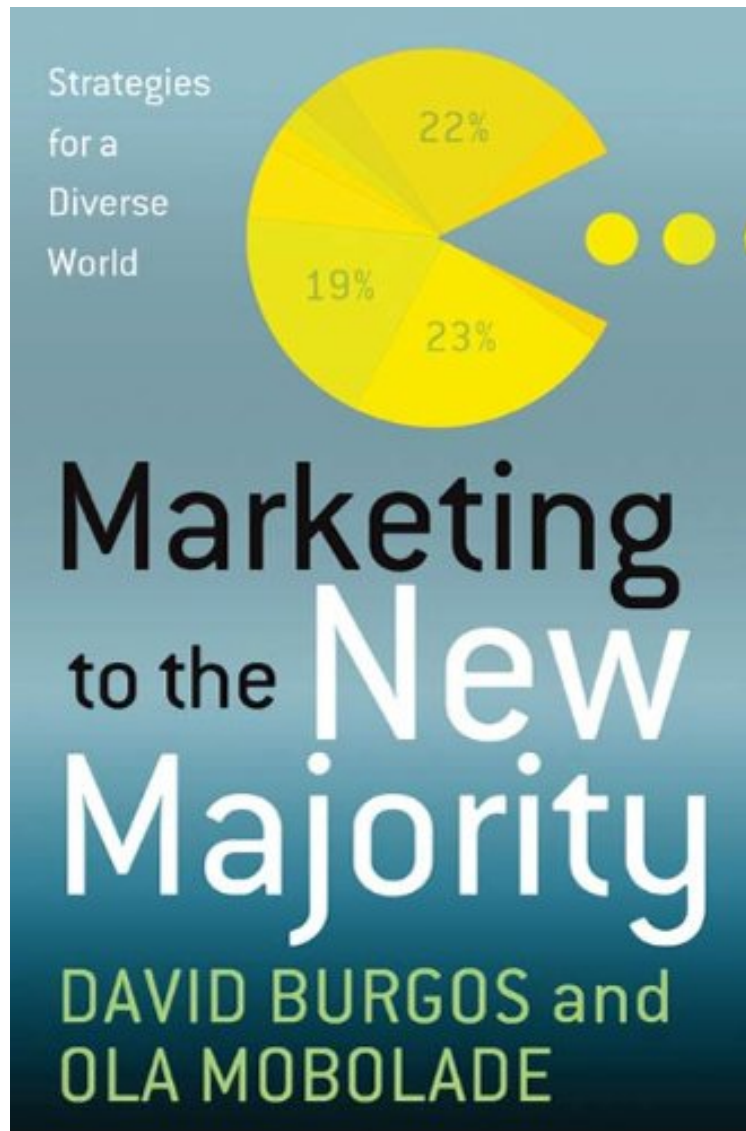


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Marketing to the New Majority: Strategies for a Diverse World

David Burgos, Ola Mobolade

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David Burgos, Ola Mobolade : Marketing to the New Majority: Strategies for a Diverse World before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing to the New Majority: Strategies for a Diverse World:

0 of 0 people found the following review helpful. Five StarsBy BerniceGreat book2 of 3 people found the following review helpful. Easy read - current insightsBy LilyThis is a great 'crash course' on the state of multicultural marketing in the United States with a valuable snapshot of of international multicultural marketing as well. Great for anyone in the marketing world who realizes that straight translations and providing culturally relevent marketing efforts are not hitting the mark with the top three segments (Hispanic, African American, Asian). If you know you need to do

something in this space and don't know, or if you're already doing it and you know you're not where you need to be, then read this book. I read it on the plane on a business trip. It sits on my desk at work in my collection of highly recommended books. 2 of 3 people found the following review helpful. The real deal for understanding the new America. By Marta Insua Burgos and Mobolade have nailed the most comprehensive, updated and seriously sourced approach to the new reality of unprecedented diversity in America. With no old preconceptions or easy recipes, they came up with a must read for anyone interested in intelligent targeting. And for the same token, they put together a very easy to read and entertaining book.

Today, diversity is the default, not the exception. "Minorities" are already the majority in some of the biggest cities in the United States, and demographers predict that the same will be true of the country as a whole before 2050. Yet companies continue to address the "general market" as a separate audience from ethnic consumers, rather than acknowledging that the new mainstream is itself multicultural. In addition, many who do target multicultural audiences still employ ad strategies that rely heavily on stereotypes and fail to resonate with minority communities. Here, David Burgos and Ola Mobolade look at the changed marketplace revealed in the new 2010 Census data, and show marketers how to develop integrated campaigns that effectively reach these culturally diverse consumer populations. Drawing on interviews with industry leaders and Millward Brown's vast database of consumer research, this book will be a roadmap to the opportunities and challenges of marketing to the new mainstream in a way that feels natural, respectful, and inclusive.