

The Source Book of Multicultural Experts 2014/2015

As you focus on your target market, you may recognize the need for experts who have experience with your very specific Target Customers. The annual sourcebook will lead you to statistics, market experts, business leaders, and a deeper understanding of your market. The Source Book is published by Multicultural Marketing Resources,

<http://www.multicultural.com>.

C O N T E N T S

About The Source Book of Multicultural Experts and Multicultural Marketing Resources, Inc.

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.