

The Source Book of Multicultural Experts 2012/2013

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.

Market and Special Sections

The African American Market

“The African American Market: Proven Urban Marketing Solutions”

by Lafayette Jones, SMSi- Urban Call Marketing, Inc.

and Sandra Miller Jones, Segmented Marketing Services, Inc.

African American Market Experts and Business Leaders

Asian American Market Experts and Business Leaders

The Asian American Market

“The Asian American Market: Looking Ahead from Census 2010”

by Saul Gitlin, Kang & Lee Advertising

The Hispanic Market

“The Spanglish Generation: Tapping it to Grow and Conquer Market Share”

by Eduardo Perez, PM Publicidad

Hispanic Market Experts and Business Leaders

Multicultural Market Experts and Business Leaders

Multicultural Market Research

“Multicultural Market Research: Breaking Out of the Old Marketing Research Box”

by Michael Halberstam, Interviewing Service of America

Other Market Experts and Business Leaders

The Disability Market

“Disability Market – Connecting the Puzzle Pieces”

by Tari Hartman Squire, EIN SOF Communications, Inc.

Direct Marketing

“Multicultural Marketing Strategies & Proper Identification”

by Candace Kennedy, Ethnic Technologies, LLC

Listing by Industry Expertise

Alphabetical Listing by Company (with Contact Information & Profiles)