



Welcome to Multicultural Marketing Resources, Inc. (MMR). We are a publisher of newsletters, a consulting firm to corporations seeking information and a marketing firm for multicultural ad agencies seeking visibility and connections. MMR publishes Multicultural Marketing News ([MMRNews](#)), an emailed newsletter; [The Source Book of Multicultural Experts](#) online and maintains a [Speakers Showcase](#) for conferences, ERG events, and corporate meetings. Other services include recruitment consulting, job postings, business introductions and distribution of RFPs. [Lisa Skriloff](#), a consultant and writer on diversity, marketing and travel is President of Multicultural Marketing Resources, Inc. and founded the company in 1994. She is editor of the above mentioned publications as well as Multicultural Travel News. Contact her at lisa@multicultural.com or 212-242-3351.



Sign in Join Subscribe

[Experts Directory](#) > [Speakers Showcase](#) > [Career Center](#) > [Events](#) > [MMR News & Articles](#) > [Ethnic & Niche Markets](#) > [Resources](#) > [MMR Membership](#) >

MULTICULTURAL MARKETING NEWS

Multicultural Marketing News (MMN) is an emailed newsletter, and archived here, with news briefs and mini essays. It also serves to introduce marketing executives to multicultural experts for potential business alliances and journalists with diverse sources. [Submit Your News](#). [Subscribe](#) | [Learn More](#)

Outlook for Multicultural Marketing in 2012 and Beyond - Multicultural Markets

Diversity and Inclusion: More color and diverse leadership within corporate America with even wider inclusiveness. *Think Total Inclusion.*

Multiculturalism: Here to stay and grow beyond advertising, marketing and communications, encompassing all aspects of culture and community. *Think Cross-Culturalism.*

Ethnic Marketing: Increased awareness, involving emerging groups and evolving as an integral part of mainstream marketing. *Think Diverse Marketing.*

Hispanic: Commanding power and value as the largest multicultural consumer group and growing even faster. *Think \$1 Trillion+.*

African American: Losing ground to Hispanic but still commanding respect as an influential and growing segment. *Think \$1 Trillion.*

Asian American: Increased realization from corporate America on its fast growing buying power and growth potential. *Think Emerging Group.*

Culture: Takes a new meaning; goes beyond language and ethnic barriers to be more inclusive of the inherent diversity within all of us. *Think Diverse.*

By Pawan J. Mehra, Founder and Principal, Améredia Inc.

[Comments \(0\)](#) | [Permalink](#)

RECENT POSTS

2020/2021 Multicultural & Diversity Webinars, Career Fairs, Confs & Summits @HorowitzInsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now

November Multicultural & Diversity Webinars, Career Fairs, Confs and Summits @HorowitzInsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now

Meet the Experts in Hispanic Marketing in the Hispanic Heritage Month issue of Multicultural Marketing News

Upcoming Key Multicultural & Diversity Confs, Fairs and Virtual Upfronts, Oct-Nov 2020, Register Now for @SpectrumReach @blackvcf1 @ANAmarketers @LGBTQinsights @NYUrbanLeague

Upcoming Key Multicultural & Diversity Confs Oct-Nov 2020, Register Now for @mocincomms @ANAmarketers @LGBTQinsights @NYUrbanLeague

Meet the Experts in Hispanic Marketing on multicultural.com Hispanic Heritage Month issue of Multicultural Marketing News

Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @EmergeSmarter @HispanicTV_NYC @MediaVillageCom @NYUrbanLeague @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @ADCOLOR @EmergeSmarter @HispanicTV_NYC @MediaVillageCom @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs Aug-Nov 2020, Register Now for @EmergeSmarter @ADCOLOR @ANAmarketers @LGBTQinsights

Upcoming Key Multicultural & Diversity Confs July-Nov 2020, Register Now @3PercentConf @ANAmarketers @LGBTQinsights

ARCHIVE

- November 2020 (1)
- October 2020 (3)
- September 2020 (3)
- August 2020 (2)
- July 2020 (1)
- June 2020 (1)
- March 2020 (1)
- February 2020 (4)
- January 2020 (2)

JOURNALISTS

Find diverse sources and experts on niche markets and diversity

- Search for an expert online in [Multicultural Experts Directory](#)
- Post your query here for experts to respond to
- Have your query sent to selected experts we can recommend and set up interviews for you
- Request statistics and background information
- Request a copy of the [Source Book of Multicultural Experts](#)
- [Learn more about how MMR works with journalists](#)

CORPORATE EXECUTIVES

Get started; Find a vendor; Promote successful initiatives

- Get information on [ethnic/niche markets](#)
- Find an expert firm: [search here](#) or post your RFP
- Promote your diversity initiatives and multicultural marketing campaigns: [Post your news](#) or [Send a press release](#)
- Request speakers for meetings
- Consulting services
- [Learn more about how MMR works with corporations](#)

MULTICULTURAL EXPERTS

Promote your services; Find new clients; Get in the news

- Get listed in the online [Multicultural Expert Directory](#)
- Get listed in the [Source Book of Multicultural Experts](#)
- Send a [press release](#) about your company
- Feature your company in [MMRNews](#)

SPEAKERS

- Get listed in the [Speakers Showcase](#)
- Search queries from journalists
- List in the online [Multicultural Expert Directory](#)
- [Learn more about how MMR works with Experts and Speakers](#)

ASSOCIATIONS & ORGANIZATIONS

- Promote your events in our [Calendar of Recommended Multicultural and Diversity Events](#)
- Disseminate your press releases via [MMRNews](#)
- Request speakers for events and conferences
- Connect with sponsors
- [Learn more about how MMR works with associations](#)