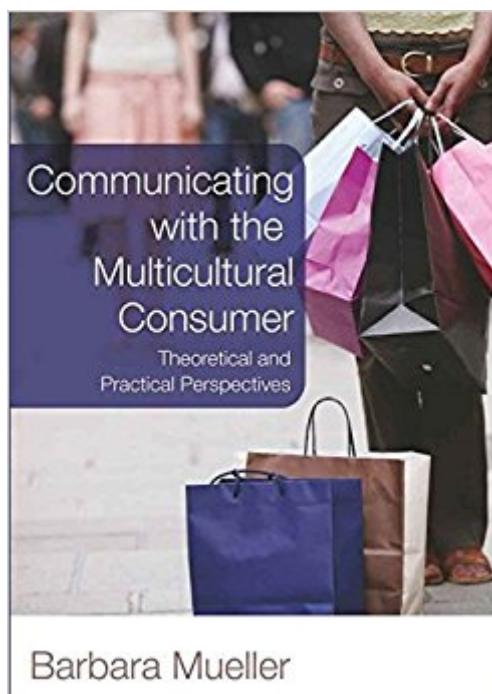


The book was found

Communicating With The Multicultural Consumer: Theoretical And Practical Perspectives



Synopsis

Communicating with the Multicultural Consumer highlights demographic changes impacting the consumer marketplace in the United States. Growing multiculturalism creates both new opportunities for marketers as well as new challenges. With a balance of theoretical and practical perspectives, this text explores how to develop successful campaigns targeting Hispanic Americans, African Americans, and Asian Americans. Complete with current examples and case studies, it addresses the key issues that must be kept in mind when creating effective communications programs for ethnic consumers — from marketing mix elements to cultural norms and values. Communicating with the Multicultural Consumer is an ideal text for advanced undergraduate and graduate students in specialized courses dealing with ethnic advertising or marketing. It is also an effective supplementary text for introductory advertising, marketing or mass communication courses, and would be useful to advertising practitioners — whether on the client side or within the advertising agency.

Book Information

Paperback: 352 pages

Publisher: Peter Lang Publishing; New edition edition (October 1, 2007)

Language: English

ISBN-10: 082048119X

ISBN-13: 978-0820481197

Product Dimensions: 6.3 x 0.9 x 9.1 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 3 customer reviews

Best Sellers Rank: #70,763 in Books (See Top 100 in Books) #26 in Books > Business & Money > Economics > Commerce #61 in Books > Business & Money > Marketing & Sales > Marketing > Direct #142 in Books > Business & Money > Marketing & Sales > Consumer Behavior

Customer Reviews

The Author: Barbara Mueller is Professor of Advertising in the School of Journalism and Media Studies at San Diego State University. She received her Ph.D. in communications from the University of Washington. In addition to numerous articles in professional journals, she is the author of *Dynamics of International Advertising: Theoretical and Practical Perspectives* (Peter Lang, 2004), and co-author (with Katherine Toland Frith) of *Advertising and Societies: Global Issues* (Peter Lang,

2003).

The book contains, what I need for class. 50 bucks are a lot, but I would do worse in class without it.

Very generalized data, and this edition is slightly out of date

I barely used it for an online class. It was useful, but not a necessity in my opinion.

[Download to continue reading...](#)

Communicating With the Multicultural Consumer: Theoretical and Practical Perspectives
Philosophical And Theoretical Perspectives For Advanced Nursing Practice (Cody, Philosophical and Theoretical Perspectives for Advances Nursing Practice) Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - Sept 2017 (Kelley Blue Book Used Car Guide Consumer Edition) Dynamics of International Advertising: Theoretical and Practical Perspectives
Communication Disorders in Multicultural and International Populations, 4e (Communication Disorders In Multicultural Populations) Consumer Survival [2 volumes]: An Encyclopedia of Consumer Rights, Safety, and Protection Consumer Economics: The Consumer in Our Society Kelley Blue Book Used Car: Consumer Edition January - March 2017 (Kelley Blue Book Used Car Guide Consumer Edition) Communicating About Health: Current Issues and Perspectives Flamenco on the Global Stage: Historical, Critical and Theoretical Perspectives Ethical Leadership and Decision Making in Education: Applying Theoretical Perspectives to Complex Dilemmas Philosophical, Ideological, and Theoretical Perspectives on Education (2nd Edition) Multicultural Education: Issues and Perspectives Women's Lives: Multicultural Perspectives Re: Direction: A Theoretical and Practical Guide (Worlds of Performance) Joint Custody with a Jerk: Raising a Child with an Uncooperative Ex- A Hands-on, Practical Guide to Communicating with a Difficult Ex-Spouse Writing Public Policy: A Practical Guide to Communicating in the Policy-Making Process Sex-Related Homicide and Death Investigation: Practical and Clinical Perspectives, Second Edition (Practical Aspects of Criminal and Forensic Investigations) GOING GREEN USING DIATOMACEOUS EARTH HOW-TO TIPS: An Easy Guide Book Using A Safer Alternative, Natural Silica Mineral, Food Grade Insecticide: Practical consumer tips, recipes, and methods Invention of Facebook and Internet Privacy (Perspectives Library: Modern Perspectives)

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help