The news is filled with references to Hispanics and Latinos, but what the news doesn't tell you is the impact and influence that Latino culture is having on the United States. You know about the pop celebrities and the baseball stars, but do you know about the contributions Latinos are making in arts, the sciences, education, and literature? And how about the influence on family life-- the center of Latino culture? Cristina Benitez, an experienced Latino marketer, identifies and discusses contributions that Latinos are making to U.S. culture, providing key insights into what this all means for the marketing community. She also provides statements from experts who can help you understand the sources and importance of Latino culture.

My Personal Review:
Cristina Benitez's new book is truly a handbook for anyone interested in understanding the cultural aspects of the Latinization movement. As she describes in her introduction, she goes "beyond the numbers" and explores and explains the color and content of the social changes which the growth of the Latino population in the United States has created. A wonderful and thoughtful book, Benitez has collected a myriad of expert voices in order to flesh out the insights gleaned from her experience as a latina marketing and advertising professional. The primary clarity that Benitez brings to the discussions of the "significance" of the growth of the Latino population in the United States is that this "growth" is extremely enriching; that the culture of the United States is being transformed in ways that should be celebrated. This book illustrates a keen understanding of something beyond multi-culturalism for it recognizes that latinization as a movement and a trend is a dynamic and many-layered process. Benitez's book is a terrific contribution to the study and analysis of this movement. And what's even better, it's a pleasure to read. I especially loved her clarity in regards
to the distinction between the terms Hispanic and Latino and her consideration of the issue of immigration.

For More 5 Star Customer Reviews and Lowest Price:

Latinization: How Latino Culture is Transforming the U.S. by Cristina Benitez - 5 Star Customer Reviews and Lowest Price!