Critics of this new book might argue the election of President Obama is proof that racial, ethnic, gender and sexual orientation barriers have been torn down, and marketing to these attributes isn't all that important anymore. This book takes the position that instead of getting pushed to the background, multicultural segmentation needs to become more sophisticated, and take its rightful place—front and center.

With decades of experience in multicultural marketing, author David Morse reviews the history of marketing to black, Hispanic, Asian, and LGBT (mostly lesbian and gay) consumers. He explains how including appropriate cultural cues in advertising can build brand loyalty that will pay huge dividends. He also cautions that missing the mark with advertising that excludes or is culturally offensive can be a costly mistake.

Replete with scores of examples of campaigns that have been extremely effective, as well as those that have sparked outrage and boycotts, this book provides EIGHT basic rules that should guide you through the process of marketing as diversity becomes mainstream.
Recommended, for all levels of management and any student of marketing or advertising.

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My Personal Review:
I read this entire book on a cross country flight. Its a fast read but thats a good thing. But Ill be going back to this book for reference, Im sure. Im only minimally involved in multicultural marketing (I do online marketing), but some of the suggestion he gave are very useful. It looks like many marketers in the U.S. are way behind the curve on selling to ethnic groups, blacks and gays. My only quibble about the book is, each of these categories could use its own book. Maybe David will expand on each of these in his next book(s). I hope so. But as it is, its a great primer in how to succeed (and, at least, not do stupid things) when marketing to these groups. And the nations demographics are changing so fast its easy to fall behind. Great book overall.

For More 5 Star Customer Reviews and Lowest Price:

Multicultural Intelligence: Eight Make-or-Break Rules for Marketing to Race, Ethnicity, and Sexual Orientation (Practical Books for Smart Markets from Pmp) by David R. Morse - 5 Star Customer Reviews and Lowest Price!