



# Latino Boom!: Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market

*Chiqui Cartagena*

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## **Latino Boom!: Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market**

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“It doesn’t matter whether you’re selling Pampers, blue jeans, cars, or credit cards, the Hispanic community is a market you must include in your business plans.”

–Chiqui Cartagena

It’s the largest demographic group in America—and one with an ever-expanding buying power. Now media pioneer Chiqui Cartagena, an expert on the Hispanic market, has written an indispensable, fact-packed guide that will help anyone trying to successfully reach this crucial community.

The median household income of a Hispanic family is already \$4,000 higher than that of an African American family; the disposable income of the Hispanic population is expected to top \$1 trillion by 2010; and the average Hispanic citizen is ten years younger than the general market. The business opportunities are endless, but only if you know whom to hire, what to sell, and where to target.

Latino Boom! explains all that and much more, including

- the best ways to approach the three different Latino groups (Isolated, Acculturated, and Assimilated)
- the reasons why “other” Hispanics (those who aren’t Mexican, Puerto Rican, or Cuban) have become an increasingly important sub group
- the increasing influence of consumer-savvy Hispanic teenagers, who play an important role in urban trendsetting
- why Latino consumer behavior makes for a different market than that of the general market or other minority markets
- why companies can succeed wildly or fail miserably in trying to reach this market
- the key differences among America’s top ten cities with the largest Latino populations

Any company will benefit from the authoritative advice in this easy-to-use guide. As Chiqui Cartagena says, “You can spend \$20,000 on a consultant, or you can buy this book.”

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