



Hispanic Marketing

A Hands-on Guide

By: Laura Sonderup

ISBN: 978-0-9827338-1-3

While literally thousands of books are written every year on the topic of marketing, few books are written on the subject of marketing to U.S. Hispanics. Even fewer are written in a way that provides the reader with a practical understanding of the distinctiveness of the Hispanic population in America.

In this perceptive book, Sonderup demonstrates her deep understanding of solid marketing principles combined with a career's worth of cultural and consumer observations. Many of the insights found in these pages may seem obvious, even simple. But that's exactly the challenge for the marketing professional: you have to think things through on the most basic of levels or you will overlook something; you will make a mistake.

After reading this guide, you'll have a much better understanding of what this diverse consumer segment is all about. You'll also understand the urgency of beginning to build momentum immediately, so that you — and your company — don't get left behind.

Laura Sonderup is the Managing Director at Heinrich Marketing, Inc., a full-service advertising agency headquartered in Denver, Colorado. Laura's division, Hispanidad, focuses on helping companies communicate with Hispanic consumers via culturally relevant marketing, advertising and messaging.

Laura is a recognized ethnic marketing expert and is frequently featured as a speaker at national and international conferences. Her writings on the subject have been featured in a wide variety of publications, including USA Today, US Industry Today, IFA Franchising World, ColoradoBiz, Advertising & Marketing Review and DirectLine.



To purchase book, please visit www.amazon.com