1. Record Nr. UNINA9910797254903321 Autore Nevaer Louis E. V. **Titolo** The rise of the Hispanic market in the United States: challenges, dilemmas, and opportunities for corporate management / / Louis E.V. London;; New York:,: Routledge,, 2015 Pubbl/distr/stampa **ISBN** 1-315-69909-5 1-317-45481-2 Descrizione fisica 1 online resource (265 p.) Disciplina 658.83408968073 Soggetti Hispanic American consumers Market segmentation - United States Target marketing - United States North America Economic integration Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali First published 2004 by M.E. Sharpe. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto ""Cover""; ""Half Title""; ""Title""; ""Copyright""; ""Contents""; ""Part I. THE POLITICAL ECONOMY OF THE ""HISPANIZATION"" OF THE UNITED STATES AND NORTH AMERICA""; ""Introduction""; ""Chapter 1. The Future of Marketing and Merchandising in the United States""; ""On the Nature of the U.S. Hispanic Market""; ""The Use of Spanish to Self-Segregate""; ""Racism and Why Hispanics Self-Segregate""; ""Of Puerto Rican ""Grandmothers"" and Mexican ""Gringadas""""; ""A Brave Nuevo Mundo for Corporate America""; ""Chapter 2. Management Realities of a Fragmented ""North American"" Market"" ""A Linguistically Fragmented North American Consumer Market""""How NAFTA Fuels the Hispanization of the United States and the World""; ""Decline of English-Language Markets in the United States and Mexico""; ""Hispanization and Marketing in the United States""; ""Externalities in the North American Hispanic Market""; ""The Growing Market for Educational Services to Hispanics""; ""Chapter 3. Labor, Immigration, and Business""; ""The Nature of Illegal Immigration"";

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