



A Gringo s Guide to Online Hispanic Marketing: Proven Internet Business Marketing Strategies to Capitalize on the Emerging Hispanic Market (Paperback)

By Brian Krogstad, Miles Houck

Generation Equis Media, United States, 2010. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.A Gringo s Guide to Online Hispanic Marketing is the first book of its kind and is a must read for anybody that wants to learn how to do business online the right way and also capitalize on one of the most rapidly growing population groups in America that also spans the world. The Hispanic market represents a buying power of over 1 Trillion dollars in America alone and is over 12% of the American population or about 54 Million and growing at 50% per year. In this book you not only learn all of the necessary components to build or grow an online business presence, you also learn how to do it in a new, growing, and unsaturated market with real opportunity - even during a recession. This market includes those of Spanish or Hispanic origin and they are referred to as Generation Equis. It is a group very similar to that represented by the term Generation X (born between 1960 and 1980) - with a different twist. Generation Equis refers to those of Spanish...



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