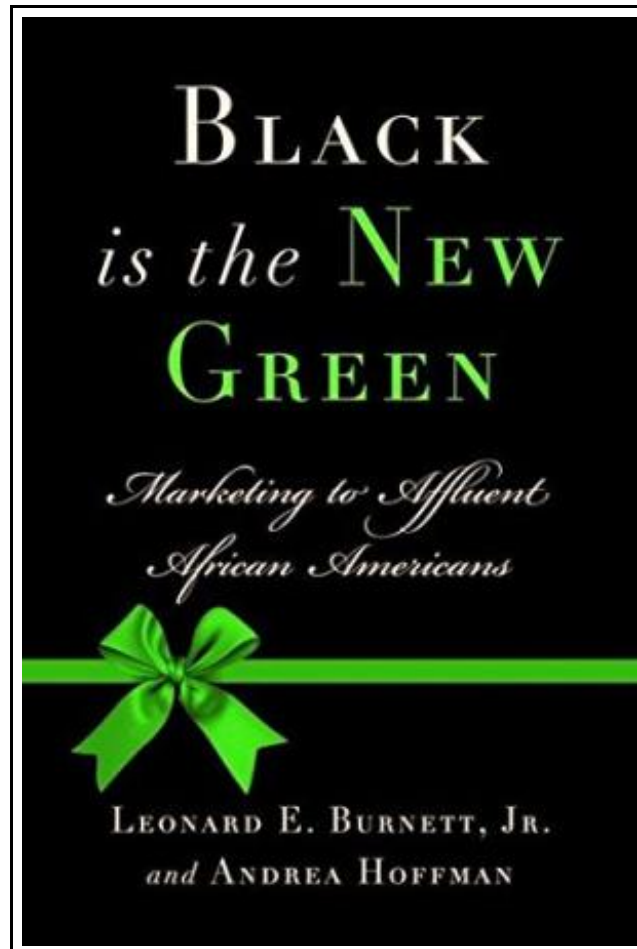# Black Is the New Green: Marketing to Affluent African Americans

Filesize: 5.97 MB

Reviews

Very useful to any or all group of men and women. It is writter in basic words instead of difficult to understand. I realized this ebook from my i and dad recommended this publication to understand.
(Althea Fahey MD)

BLACK IS THE NEW GREEN: MARKETING TO AFFLUENT AFRICAN AMERICANS

To save **Black Is the New Green: Marketing to Affluent African Americans** PDF, make sure you access the link beneath and download the file or get access to other information that are in conjuction with BLACK IS THE NEW GREEN: MARKETING TO AFFLUENT AFRICAN AMERICANS book.

Palgrave Macmillan. Hardcover. Book Condition: New. Hardcover. 224 pages. The general market for luxury goods has become stagnant. Given the new economic reality of the early 21st Centurynot to mention the all-important new demographics of the new centuryits bad business to continue to rely on luxurys traditional customer base to support sales, or on tired marketing strategies and tactics. InBlack is the New Greenauthors Burnett and Hoffman show readers how to follow in the footsteps laid down by brands such as Gucci, HSBC, Sony Electronics, and Aston Martin, amongst others, to become successful in a segmentcorporations cant afford to overlook if growth isthe objective. The total number of affluent ethnic households in the United States in now estimated at over 1. 3 million, the buying power of affluent African Americans (referred to as AAAs in this book) is currently 87. 3 billion. It would be foolish in the extreme not to tap into this rich buying segment, yet that is exactly what the marketing arms of companies do all too frequently. Sometimes this is because the executives in a particular marketing department are unaware of the potential that exists within this segment, sometimes its because they are baffled about how to reach out to this segment and sometimes its because they think they lack the money or resources to make a credible effort at adding a whole new segment. And sometimes, unfortunately, its because they have reached out in the past but their efforts were unappealing to the AAA audience. Black is the New Green will show you how to attract this lucrative market and create brand loyalty and product bonding among affluent African Americans in an affordable and measurable way. Up until now, the affluent African American market has been underappreciated and overlooked. But with a sitting African American...

📄 Read Black Is the New Green: Marketing to Affluent African Americans Online

📄 Download PDF Black Is the New Green: Marketing to Affluent African Americans

Related PDFs

[PDF] Symphonic Variations, Op. 78 / B. 70: Study Score (Paperback)

Click the web link beneath to get "Symphonic Variations, Op. 78 / B. 70: Study Score (Paperback)" PDF file.

Download Document »

[PDF] The Sunday Kindergarten Game Gift and Story: A Manual for Use in the Sunday, Schools and in the Home (Classic Reprint) (Paperback)

Click the web link beneath to get "The Sunday Kindergarten Game Gift and Story: A Manual for Use in the Sunday, Schools and in the Home (Classic Reprint) (Paperback)" PDF file.

Download Document »

[PDF] Superhero Max- Read it Yourself with Ladybird: Level 2

Click the web link beneath to get "Superhero Max- Read it Yourself with Ladybird: Level 2" PDF file.

Download Document »

[PDF] Peter Rabbit: the Angry Owl - Read it Yourself with Ladybird: Level 2

Click the web link beneath to get "Peter Rabbit: the Angry Owl - Read it Yourself with Ladybird: Level 2" PDF file.

Download Document »

[PDF] Big Machines - Read it Yourself with Ladybird: Level 2

Click the web link beneath to get "Big Machines - Read it Yourself with Ladybird: Level 2" PDF file.

Download Document »

[PDF] The Monster Next Door - Read it Yourself with Ladybird: Level 2

Click the web link beneath to get "The Monster Next Door - Read it Yourself with Ladybird: Level 2" PDF file.

Download Document »