

Hispanic Marketing By Felipe Korzenny; Betty Ann Korzenny

By Felipe Korzenny; Betty Ann Korzenny

Felipe Korzenny, Ph.D. is Professor and Founding Director of the Center for Hispanic Marketing Communication, Florida State University, Tallahassee, FL, USA and Co-Author of [Felipe Korzenny; Betty Ann Korzenny] -- "Hispanic Marketing shows marketers how to best reach the widely misunderstood Hispanic market." Felipe Korzenny; Betty Ann Korzenny.

Betty Ann Korzenny's international career in marketing got her distinguished. In the early 1990's Betty Ann became COO of Hispanic & Asian Marketing.

Hispanic Marketing, 2nd Edition: Connecting with the New Latino Consumer. Co-Author: Felipe Korzenny and Betty Ann Korzenny. Published by Routledge, 2011.

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Drs. Felipe and Betty Ann Korzenny have published the second edition of their textbook, Hispanic Marketing, Connecting with the New Latino Consumer .

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Betty Ann Korzenny, Ph.D. is the Co-Founder and Senior Advisor of the Center for Hispanic Marketing Felipe Korzenny, of the book, Hispanic

Felipe Korzenny is the author of Hispanic Marketing (3.82 avg rating, 11 ratings, 0 reviews, published 2005), Hispanic Marketing (4.20 avg rating,