

Hispanic Marketing By Felipe Korzenny;Betty Ann Korzenny

By Felipe Korzenny;Betty Ann Korzenny

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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 .

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

Felipe Korzenny, Ph.D. is Professor and Founding Director of the Center for Hispanic Marketing Communication, Florida State University, Tallahassee, FL, USA and Co

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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

E-bok, 2012. Pris 588 kr. K p Hispanic Marketing (9781136398704) av Felipe Korzenny, Betty Ann Korzenny p Bokus.com

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