



# **The Rise of the Hispanic Market in the United States: Challenges, Dilemmas, and Opportunities for Corporate Management: Challenges, Dilemmas, and Opportunities for Corporate Management**

*Louis E. V. Nevaer*

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Not only are Hispanics the largest minority group in the United States, but Mexico is fast becoming our major trading partner, surpassing even Japan. In fact, the U.S. now has the fourth largest Spanish-speaking population in the world, after Mexico, Spain, and Argentina. How has this demographic group transformed the U.S. into a bi-lingual nation within the span of a generation? Why do Hispanics resist assimilation and insist on speaking Spanish in public life? And how can businesses effectively reach the emerging Hispanic consumer market with its estimated purchasing power of USD1 trillion by 2010? These questions constitute the single-most important marketing challenge for corporate America in the twenty-first century. This book examines the Hispanic worldview and how it informs people's economic decisions, both in the United States and across North America. It challenges the viewpoint that American culture will soon dominate its NAFTA trading partners, looks carefully at the market for Hispanic goods in the U.S. and the market for our goods throughout the Spanish-speaking world, and shows how marketers are now reaching the Hispanic community domestically. The information and insights found here are essential for teachers, students, and professionals in the fields of international finance and world trade, as well as almost all areas of business, marketing, and strategic planning.

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