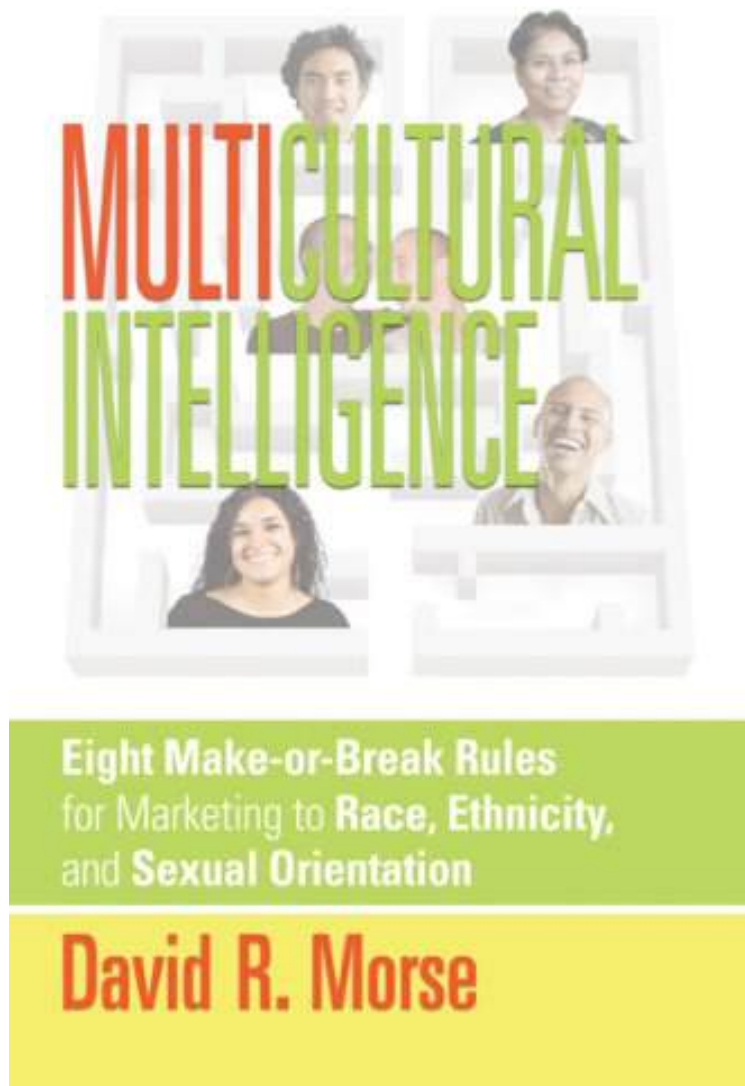


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## **Multicultural Intelligence: Eight Make-or-Break Rules for Marketing to Race, Ethnicity, and Sexual Orientation (Practical Books for Smart Markets from Pmp)**

*By David R. Morse*

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1 of 2 review helpful A progressive critical book for today's marketing By janieoutdoors This is a great book that highlights target markets of cultural America All of these markets have been completely passed over or only touched upon briefly by the traditional marketing procedures of the majority of companies in the United States Understanding of multicultural communities is key to marketing to these communities and Critics of this new book might argue the election of President Obama is proof that racial ethnic gender and sexual orientation barriers have been torn down and marketing to these attributes isn't all that important anymore This book takes the position that instead of getting pushed to the background multicultural segmentation needs to become more sophisticated and take its rightful place front and center With decades of experience in multicultural marketing A refreshing balance between storytelling and strategic wisdom Morse takes us on a journey into the hearts and minds of multicultural America At the same time he includes highly practical how-tos for marketers large and small to make sense of multicultural

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