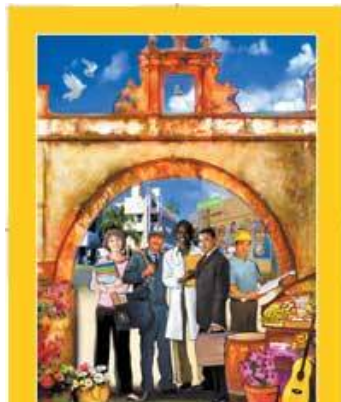




CELEBRATING

HISPANIC HERITAGE MONTH
SEPTEMBER 15-OCTOBER 15 2007



THE HISPANIC/LATINO MARKET: A SUCCESS STORY GUIDE.

EL MERCADO LATINO AMERICANO: GUIA DE UNA HISTORIA EXITOSA

Rapid growth defines the current state of the New York City Hispanic/Latino market. No resource guide can do justice to the diversity of this "boom." This sampling of representative information resources will whet the appetite for further exploration.

Defining the Market

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National Hispanic Corporate Council. Trade Association. www.nhcc-hq.org

Naver, Louis E.V. **The Rise of the Hispanic Market in the United States*. M.E. Sharp. 2004. Call no. JBE 04-919

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Simply Map. Database available at SIBL.

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Reaching the Market

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Association of Hispanic Advertising Agencies. Trade Association. www.ahaa.org

Cartagena, Chiqui. ***Latino Boom.H.** Ballantine Books. 2005.
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Hispanic Marketing & Public Relations. www.hispanicmpr.com

***Hispanic Media & Market Source.** Quarterly. Call no. *R-SIBL P94.5.H58 H57

Hispanic Society of America. Association. www.hispanicsociety.org

**** Hispanic Today.** Quarterly. Call no. JFM 01-440

Hispanic Women's Corporation. Association. www.hispanicwomen.org

Know: The Latino Marketing Report. Blog. www.latin-know.com

**** Latina.** Quarterly. Call no. JFM 96-564

Market Research.Com. Database available at SIBL.

MENTOR The National Hispanic Employee Association. Trade Association.
www.mentores.org

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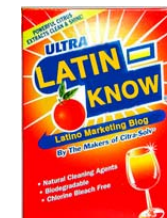
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