Black Is the New Green: Marketing to Affluent African Americans

By Leonard E. Burnett

Palgrave Macmillan. Hardcover. Book Condition: New. Hardcover. 224 pages. The general market for luxury goods has become stagnant. Given the new economic reality of the early 21st Centurynot to mention the all-important new demographics of the new centuryits bad business to continue to rely on luxurys traditional customer base to support sales, or on tired marketing strategies and tactics. InBlack is the New Greenauthors Burnett and Hoffman show readers how to follow in the footsteps laid down by brands such as Gucci, HSBC, Sony Electronics, and Aston Martin, amongst others, to become successful in a segmentcorporations cant afford to overlook if growth isthe objective. The total number of affluent ethnic households in the United States in now estimated at over 1. 3 million, the buying power of affluent African Americans (referred to as AAAs in this book) is currently 87. 3 billion. It would be foolish in the extreme not to tap into this rich buying segment, yet that is exactly what the marketing arms of companies do all too frequently. Sometimes this is because the executives in a particular marketing department are unaware of the potential that exists within this segment, sometimes its because they are baffled about how...

READ ONLINE
[4.97 MB]

Reviews

A brand new e book with an all new point of view. I have got read and i am sure that i am going to likely to read through once more once more in the future. It is extremely difficult to leave it before concluding, once you begin to read the book.
-- Ms. Teagan Osinski III

This book will never be straightforward to start on looking at but extremely exciting to read. I actually have read through and that i am sure that i am going to gonna go through once more again in the future. I am happy to explain how this is the very best book i have read through in my individual lifestyle and may be he best publication for at any time.
-- Estrella Howe DVM

DMCA Notice | Terms