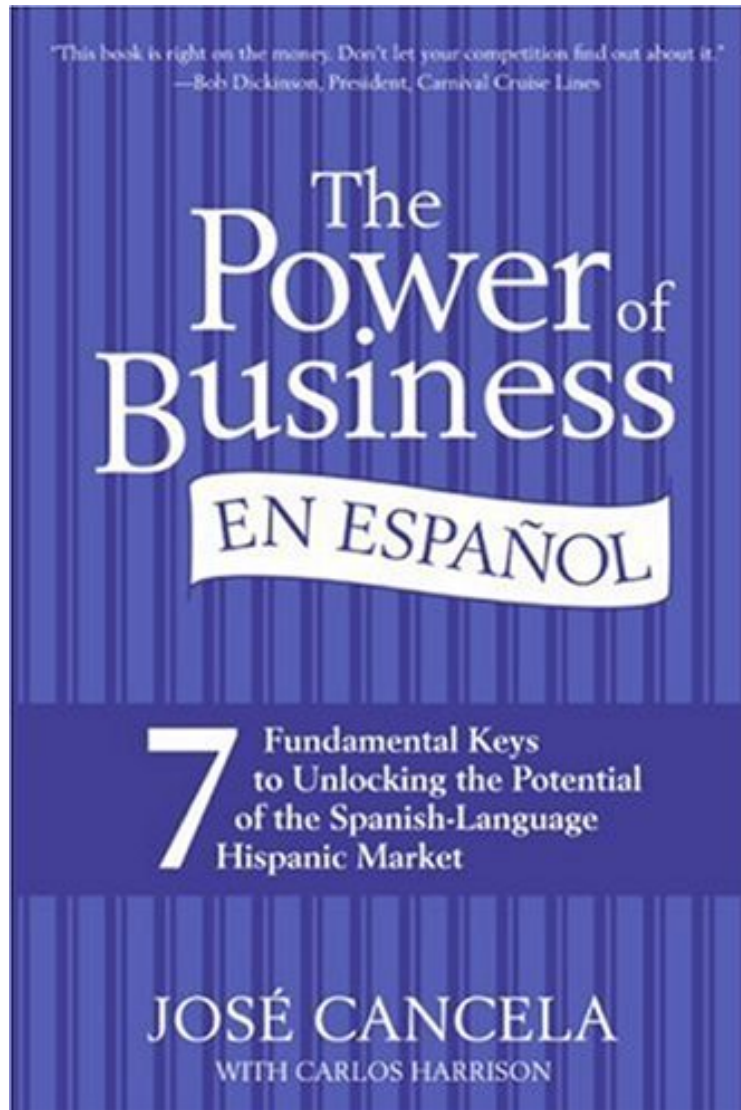


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The Power of Business en Espanol: Seven Easy Ways to Understand Hispanic U

Jose Cancela, Carlos Harrison

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Business boomingBy J.This book is insightful, for any person or company wanting to grow or expand their business with Hispanics.

In *The Power of Business en Español*, Canela, one of the most well-respected business experts in the Spanish-speaking world, provides readers with a guide to the exciting yet often confusing Spanish-language market. From how to deal with the many Spanish accents and colloquialisms to learning where the Spanish-dominant consumer really lives and spends money, *The Power of Business en Español* is a book that will demystify Spanish-dominant consumers for non-Spanish speakers. Broken down into seven easy chapters that include specific examples of real companies that have been successful (or unsuccessful) in their marketing techniques for this demographic, this handbook gives you the tools to build your business and reach out to this rapidly expanding market. Giving readers simple keys to understanding the people, the culture, and the language that unites this growing segment of the population, *The Power of Business en Español* is a road map for anyone who wants to prepare their business for the language hurdles of the twenty-first century or simply wants to learn more about their new neighbors.

About the AuthorJoseacute; Canela has direct in-market experience in the top fifty Hispanic markets, and throughout his twenty-five-plus-year Hispanic media career has worked with companies like PG, Toyota, Verizon, Kellogg's, Pepsi, and countless other major U.S. advertisers in their outreach to the Hispanic community. Today he heads Hispanic USA Inc., a full-service Hispanic marketing consulting firm whose client roster includes ING, Group 1 Auto, ABC Radio en Español, ESPN Deportes Radio, and U. S. Century Bank. He lives in Miami, Florida.