



1+1=3: Changing the Equation with the Booming Hispanic Market

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We have entered a new era in American demographics and Dieste has something new to say about marketing and selling to Hispanics.

1+1=3 is not based on academic theories. It's based on experience. We've been in business for twenty years, grinding it out in every major US market. Along the way we've discovered the surprising truths of what's worked, what hasn't and how to effectively build brands within this vibrant consumer.

This book is first and foremost about myth busting. It shows that much of what some believe about the US Hispanic culture is false. Many American businesses get caught up in these misconceptions and make costly mistakes. In these chapters, we will provide ideas and advice on how to unlock the markets' potential and avoid landmines—all geared to help the reader create better marketing.

Dieste started as a two-person advertising agency in 1995. At the time we we're not happy with current market conventions and prevailing view of the segment. Over the years we became well known for our unique and innovative approaches to the market and have risen to be one of the most respected advertising agencies in the country. Now part of Omnicom, Inc. (NYSE:OMG) Dieste, Inc. advises many of the countries top blue-chip marketers on how to unlock the potential of this incredible market.

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