



The Source Book of Multicultural Experts, 2004-05

Lisa Skriloff

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This reference handbook includes listings of over 200 experts in a wide range of industries, including business owners who are minorities and women and authorities who are reliable sources of information on multicultural marketing and a diverse America. Articles describe the African American, Asian American, Hispanic and Multicultural markets. The Source Book of Multicultural Experts supplies journalists with diverse sources and helps business executives find marketing partners to target multicultural consumers.

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