



Marketing and Consumer Identity in Multicultural America

Marye C. Tharp

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The lesson for marketers is clear: Traditional marketing techniques and single marketing campaigns will not effectively reach consumers who express distinctive ethnic, age-related, or lifestyle values by what they buy and how they buy it. Using a variety of real-world examples and a rich set of data sources, **Marketing and Consumer Identity in Multicultural America** introduces students to the phenomenon of multiculturalism in America and examines its impact on consumer identity, consumer behavior, and marketing. In a straightforward, engaging style, Marye C. Tharp presents both the theoretical foundation and the practical tools necessary for marketers to thrive in a multicultural world.

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