
RIGHT MULTICULTURAL MARKETING PRACTICES STILL IMPORTANT



Customers who were once regarded as a niche marketing opportunity now represent the majority of spending growth in the United States. Younger Hispanics use smartphones nearly twice as much as non-Hispanic whites -- and they are three times as likely to create online content, according to research by Geoscape. The main challenge for firms who want to grow is to understand how multiculturalism works. Read the original article here: [Is the 'Culture' in Multicultural Still Relevant?](#)

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