
THE STATE OF HISPANIC MARKETING TODAY



This article is about the Hispanic marketing and whether or not it has advanced any in the last 20 years. It questions the leadership in matters such as growth, and whether it has meet expectation, or is it merely just getting by. The Hispanic market accounts for 50 million Americans. Investment in the market is needed, as noted in the article.

Read the original article here:

[You Know the Hispanic Consumer, but Do You Know Your Client?](#)

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