

# **Latino Boom!: Everything You Need To Know To Grow Your Business In The U.S. Hispanic Market By Chiqui Cartagena**

**By Chiqui Cartagena**

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Advance praise for Latino Boom! A must read for those looking to seriously understand the dynamics of the U.S. Hispanic market. Cartagena provides an excellent  
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Chiqui Cartagena, leading authority on Latino demographics and author of The Latino Boom, Total Market Strategy.

<http://www.latinoboom.com/>

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