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Felipe korzenny (author of hispanic marketing)

Felipe Korzenny is the author of Hispanic Marketing (3.82 avg rating, 11 ratings, 0 reviews, published 2005), Hispanic Marketing (4.20 avg rating,

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Betty Ann Korzenny, Ph.D. is the Co-Founder and Senior Advisor of the Center for Hispanic Marketing Felipe Korzenny, of the book,Hispanic

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Felipe Korzenny, Ph.D. is Professor and Founding Director of the Center for Hispanic Marketing Communication, Florida State University, Tallahassee, FL, USA and Co

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Hispanic Marketing, 2nd Edition: Connecting with the New Latino Consumer. Co-Authored By Felipe Korzenny and Betty Ann Korzenny Published by Routledge, 2011.

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