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Black Is the New Green: Marketing to Affluent African Americans

By Leonard E. Burnett

Palgrave Macmillan. Hardcover. Book Condition: New. Hardcover. 224 pages. The general market for luxury goods has become stagnant. Given the new economic reality of the early 21st Century not to mention the all-important new demographics of the new century its bad business to continue to rely on luxury's traditional customer base to support sales, or on tired marketing strategies and tactics. In *Black is the New Green* authors Burnett and Hoffman show readers how to follow in the footsteps laid down by brands such as Gucci, HSBC, Sony Electronics, and Aston Martin, amongst others, to become successful in a segment corporations can't afford to overlook if growth is the objective. The total number of affluent ethnic households in the United States is now estimated at over 1.3 million, the buying power of affluent African Americans (referred to as AAAs in this book) is currently \$87.3 billion. It would be foolish in the extreme not to tap into this rich buying segment, yet that is exactly what the marketing arms of companies do all too frequently. Sometimes this is because the executives in a particular marketing department are unaware of the potential that exists within this segment, sometimes it's because they are baffled about how...



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