

Multicultural Marketing Is Your Story

Ever since Homo Sapiens populated our world, our lives have been stories we tell to all those we are surrounded by every day as well as to unknown people through social media when we post the pictures of our vacations, pets, children and graduation or changes in our jobs. We buy brands that have a story we admire or those that are recommended by influencers because we are fascinated by their stories. This book is about you. It is the story of your past, your present and your future as you live in multicultural communities. Page after page, you see the story of humankind and of multiculturalism unfold and be explained through the lenses of science and storytelling. Multicultural Marketing is Your Story is thoroughly illustrated with real life examples. The ideas, theories and statements presented in this book will perhaps challenge some of your deepest beliefs or they might as well comfort you in your own opinions. Ultimately, this book is an invitation to reflection, to critical thinking, to objectivity and to the liberty of accepting what is different.

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