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By Alfred L. Schreiber

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<http://www.ideafit.com/fitness-library/multicultural-marketing-2>

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Jan 31, 2004 Don't assume yourself out of a good idea. by BMD Editors on February 1, 2004 2:00pm Adapted from Multicultural Marketing, Alfred L. Schreiber, NTC

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Time Begins Multichannel Drive To Boost -

DMNews.com is home to database marketing and customer relationship management news,

<http://www.dmnews.com/dataanalytics/time-begins-multichannel-drive-to-boost-multicultural-readership/article/70859/>

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http://www.managementparadise.com/article.php?article_id=931

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Multicultural Marketing: By Schreiber, Alfred L. and Lenson, Barry: Consider These Facts. Today, ethnic Americans--African-Americans, Asian-Pacific-Americans, and

<http://doi.contentdirections.com/mr/mgh.jsp?doi=10.1036/0844226017>

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<https://theasabagroupholdings.wordpress.com/2015/06/29/multicultural-marketing-by-victor-edozien-of-the-asaba-group-holdings/>

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<http://connection.ebscohost.com/c/articles/1833862/reaching-new-markets>

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http://www.goodreads.com/author/show/1608923.Alfred_L_Schreiber

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<http://www.dmnews.com/agency/solid-ideas-growth-for-stedman-graham-partners/article/61163/>

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