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# BLACK IS THE NEW GREEN: MARKETING TO AFFLUENT AFRICAN AMERICANS



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 it's 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...

### Download PDF Black Is the New Green: Marketing to Affluent African Americans

- Authored by Leonard E. Burnett
- Released at -



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## Reviews

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-- **Kobe Streich I**

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-- **Lane Langworth III**

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