



Multicultural Marketing Library and Knowledge Center

What is the Multicultural Marketing Library and Knowledge Center?

The Multicultural Marketing Library and Knowledge Center serves as a resource for new and experienced marketers whose companies target, or help others target, the Hispanic, Asian American, African American, women, gay/lesbian, and disability markets, among others.

The Library houses in-depth background information on each market, as well as relevant articles and information on best practices. Library members can access statistical data on specific ethnic and cultural groups, Census and demographic information, books on the current trends in multicultural marketing, and studies on consumer buying habits and buying power. Specific reports, studies, and directories available to members include Synovate's latest *U.S. Hispanic Market Report*, Market Segment Research's *Portrait of the New America*, among many others. Also available for examination are hundreds of articles from various publications around the world. These articles cover every facet of multicultural marketing from the viewpoint of numerous industries and demographics. Books and other literature relevant to multicultural marketing and specific ethnic groups are also available.

Is the Library a virtual/online Library?

No! The Library is a separate room housed within the office of Multicultural Marketing Resources, Inc.

What is included in Membership?

With all membership levels, you receive access to Library holdings for research, a copy of The Source Book of Multicultural Experts, and a one year subscription to the award winning bi-monthly newsletter, *Multicultural Marketing News*.

Will MMR, Inc. do research projects for me?

Yes! Library hours, which are included in certain membership levels, can be used to have us research topics for you. We can perform tailored research projects that meet the precise needs of Library members. These projects provide comprehensive insight into best practices and trends through competitor and new product assessment, customer satisfaction and loyalty measurement and industry and ethnic market studies. The project's results would be especially useful for pitching new business, obtaining background information for speeches and articles, and researching business prospects and competition within the multicultural marketing industry.

How can I get my materials included in your Library?

We continually accept new materials in our Library. Please email lisa@multicultural.com with your contact information and the materials you would like to include in our holdings.

How else can members utilize their Library hours?

Membership hours can be used for consultative PR and/or marketing expertise from MMR's President and staff. For example, we can help source public relations experts & ad agencies, or help find job candidates, as well as review plans for new business launches.



Joining the Multicultural Marketing Library and Knowledge Center

Basic Library Membership - \$300/yr.

- Access to Library holdings for research
- Subscription to award-winning bi-monthly newsletter, *Multicultural Marketing News*
- The Source Book of Multicultural Experts

Basic Plus Library Membership - \$800/yr.

- Includes 2 hrs. research/consulting time
- Also includes all elements of the Basic Library Membership

Advanced Library Membership - \$1,500/yr.

- Includes 4 hrs. research/consulting time
- Also includes all elements of the Basic Library Membership

Super Library Membership - \$2,500/yr.

- Includes 10 hrs. research/consulting time
- Also includes all elements of the Basic Library Membership

Yes! I would like to become a member of the *Multicultural Marketing Library and Knowledge Center.*

Membership Level:

- Basic Library Membership - \$300
- Basic Plus Library Membership - \$800 (2 hours research/consulting time)
- Advanced Library Membership - \$1,500 (4 hours research/consulting time)
- Super Library Membership - \$2,500 (10 hours research/consulting time)

Payment:

- I have enclosed a **check** in the amount of \$ _____.
(Please make check payable to *Multicultural Marketing Resources, Inc.*)
- Please bill my **credit card** in the amount of \$ _____.
I have provided my credit card information below.

Name: _____ Title: _____

Company: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Credit Card Information: Circle credit card type: Visa MasterCard Amex

Credit Card Number: _____ Last 3 digits on back of credit card: _____

Expiration date: _____ Signature: _____