• Crafting the Customer Experience for People Not Like You: How to Delight & Engage the Customers Your Competitors Don’t Understand
• How to Market to People Who Are Not Like You: The New Market Segmentation
• Mommy Marketing: How to Win the Hearts and Reach the Wallets of Today’s Modern Mom
• Changing Demographics and How this Affects Your Business Today and Tomorrow
• Come Together: Generational Differences and How to Effectively Work with Someone Much Older or Younger than You
• Diversity in America: the Growing Impact on Work, Organizations & Consumers
• Customer Service: How to Keep Customers Rushing Back for More
• Social Media & Marketing: How to Use it to Grow Business in a Low-Cost, No-Cost Manner
• Tips & Tricks for Taking Social Media to the Next Level
• Disaster Recovery and Crisis Management Using Social Media
• How to Connect with Others, Regardless of Age, Wage or Lifestage
• Relating, Not Translating: How to Market to U.S. Hispanics
• How to be a Latino-Ready & Latino-Friendly Employer: Insights into Your Hispanic Workforce
• How to Incorporate Outstanding Customer Service into Your Marketing Plan
• Marketing 101 – The Basics of Advertising & Marketing and How to Implement Them
• How to Best Reach the Hispanic Family in Your Schools
• How to be a Culturally-Ready & Culturally Friendly Employer: Insights into Your Diverse Workforce