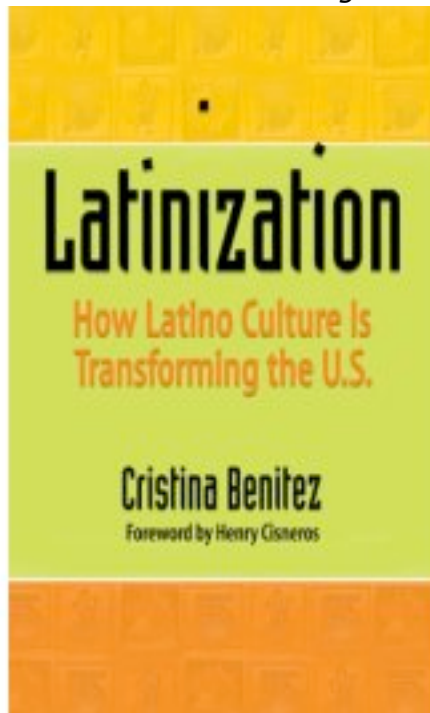


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Chicago Author: “Latinization” of the U.S. Transforming Business, Culture and Life Itself

New book illustrates how marketers, employers and others are learning to embrace the changes and capitalize on Latinos’ growing influence



CHICAGO (July 19, 2007) Most marketers, civic leaders, academics and others who track the changing face of the United States are well aware that at 44 million-plus, the Hispanic population is the largest ethnic group in the U.S. and the fastest growing. A new book, “Latinization: How Latino Culture is Transforming the U.S.,” ([Paramount Market Publishing](#); \$24.95; ISBN 978-0-9786602-5-3; 125 pages, hardcover) provides valuable insights into this mounting phenomenon. Latino purchasing power is estimated to reach \$1.2 trillion in 2011, according to the Selig Center for Economic Growth.

Chicago author [Cristina Benitez](#) defines *Latinization* as a movement, a force that represents a series of Latino values and trends that are shaping contemporary American culture. It’s a combination of factors from the 22 Spanish-speaking countries that are homelands to the Hispanic population of the U.S. These influences are as wide-ranging as

Argentinean tango, dulce de leche desserts and the fast-growing popularity of Mexican cuisine.

In 1998, Benitez founded [Lazos Latinos](#), a Chicago-based strategic branding and advertising company that focuses on the Hispanic market. In 2005, she developed the concept of Latinization to help Fortune 500 companies and to develop Latino leadership empowerment. Benitez advises top-tier corporations and organizations, including Exelon, Kraft General Foods, General Electric, PepsiCo and Deloitte Consulting.

“Latinization” focuses on the positive influences Latinos exert on their new country, covering topics from culture to the high value Latinos place on family relationships. Using real-world examples, Benitez provides essential lessons about how to craft successful marketing messages and advises corporations on how to develop Latino leaders and create stronger relationships

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“Latinization”/Add One

with Latino employees. Most importantly, readers of “Latinization” will enhance their understanding of the fast-growing Hispanic population: Latinos accounted for **36 percent** of the 100 million people added to the U.S. population over the past four decades.

Benitez’s book illuminates Latino-influenced factors that impact everything from this population’s [purchasing habits](#) to new product development and Internet usage. For example, tortilla and taco chip sales are growing at a rate 2.5 times faster than potato chip sales, according to a report compiled by AC Nielsen for the Tortilla Industry Association. Supermarket sales of tortillas are rising while white bread sales decline.

With a foreword by Henry Cisneros, “Latinization” also features the knowledge of 20 Latino experts offering lessons in their respective fields.

“Latinization” can be ordered at www.paramountbooks.com or from online booksellers Amazon, Barnes & Noble and Borders. Review copies are available from Paramount at (888)787-8100.

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For a photo of Cristina Benitez, click [here](#); for a low-resolution jpeg of the book cover, click [here](#); for a high-resolution version of the cover, click [here](#). To read a summary of the book in the media room, click [here](#).

Samples of media coverage for Latinization from Progressive Grocer Magazine and the Dallas Morning News

Book Says '**Latinization**' Changing U.S. Business, Culture

HIGHLIGHT: CHICAGO - "**Latinization**," a movement of pan-Latino values and trends, is reshaping contemporary American culture, according to a new book on the phenomenon that suggests how to create successful marketing messages, and advises corporations on how to develop Latino leaders and forge better relationships with their Latino employees.

CHICAGO - "**Latinization**," a movement of pan-Latino values and trends, is reshaping contemporary American culture, according to a new book on the phenomenon that suggests how to create successful marketing messages, and advises corporations on how to develop Latino leaders and forge better relationships with their Latino employees.

At over 44 million, the Hispanic population is the largest ethnic group in the United States, as well as the fastest growing. The new book, "**Latinization: How Latino Culture is**

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"Latinization"/Add 2

Transforming the U.S." focuses on the positive influences Latinos are having on their adopted country, covering topics from culture, to the high value Latinos place on family relationships, to their love of food. Supermarket sales of tortillas are actually rising, while bread sales are in decline, says the book's author, Cristina Benitez.

"**Latinization**" also illustrates how Latinos have affected purchasing habits, new product development, and Internet usage. Featuring a foreword by Henry Cisneros, "**Latinization**" additionally includes the ideas of 20 Latino experts in various fields.

Benitez in 1998 founded Lazos Latinos, a Chicago-based strategic branding and advertising company focused on the Hispanic market. In 2005, she created the concept of **Latinization** to help Fortune 500 companies and empower Latino leaders.

Benitez advises such top-tier corporations and organizations as Exelon, Kraft, General Electric, PepsiCo, and Deloitte Consulting.

Her new book is published by Paramount Market Publishing.

By **JIM PAWLAK** / Special Contributor to *The Dallas Morning News*
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Latinization Cristina Benitez (Paramount Market Publishing Inc., \$24.95)

In the last 40 years, the U.S. population increased by 100 million – and Latinos accounted for 36 percent of that growth. By 2050, they will account for about a quarter of the population. And that is a powerful base of business owners, consumers and talent.

Latinos are creating businesses three times faster than the general population is; most are in the service and financial segments. By 2010, these businesses are expected to contribute \$465 billion to the U.S. economy. The middle class is booming. The U.S. census reports a 64 percent jump in households earning more than \$100,000. Combined with the growth in entrepreneurship, this trend will ensure a potent buying force in the economy.

On the workforce front, 64 percent of students added to public school rolls between 1994 and 2003 were Latino. But their graduation rates from high school and college are lower than the general population's. If American business is to deal with its looming labor shortage, it must address this situation. There are too many potential workers to ignore.

Jim Pawlak reviews business books for The Dallas Morning News.

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