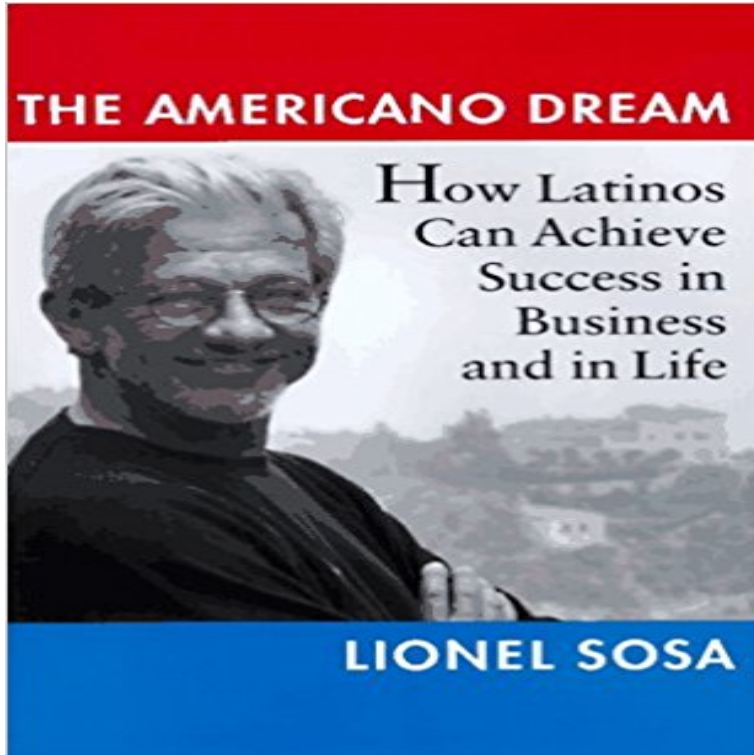


The Americano Dream: How Latinos Can Achieve Success in Business and in Life



Lionel Sosa extraordinary achievements in advertising have made his San Antonio-based firm the leading consultant to Anglo corporations looking to break into the multicultural market. Now he turns the tables, showing Latino-Americans how to market themselves to a wider American business culture. Sosa draws on his own experience as well as those of other successful Latino politicians, entertainers, sports stars, and businesspeople to illustrate the obstacles that Latinos must overcome and the power of their heritage. By showing in complete detail how all Latinos can compete and win in American society, *The Americano Dream* stands alone in the marketplace and will quickly become the bible for a new generation of entrepreneurs. There is a clearly defined market for this book. Latinos are the fastest growing ethnic group in the United States. Lionel Sosa is the founder of the largest Hispanic advertising agency in the U.S. Lionel Sosa is now the CEO of KJS, the nation's first multicultural advertising agency, which helps Fortune 500 companies expand their business into Latino, Asian, and African-American markets. Lionel Sosa has been featured on the Today show and profiled by Fortune, the Wall Street Journal, The New York Times, Forbes, and U.S. News and World Report. Lionel Sosa lectures regularly to Latino businesses and community groups. This hardcover is being published simultaneously with a Spanish-language Plume edition.

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