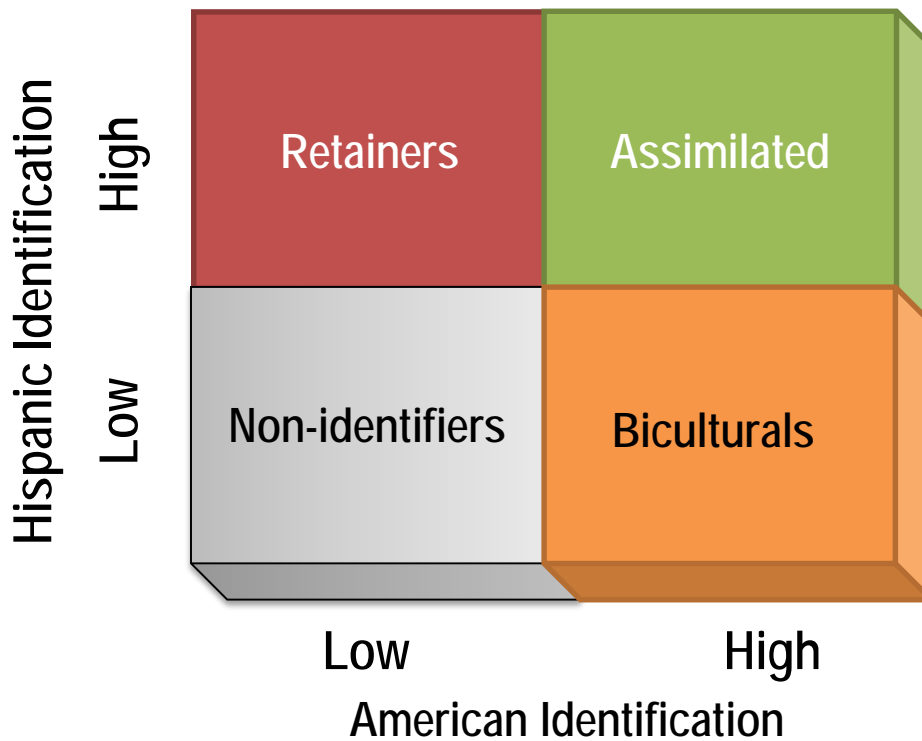


FIGURE 1: Hispanic Market Segments



For discussion, see CMO (Alvarez, Dickson et al. 2014, p. 109)
Journal of Business Research

Full citation: Alvarez, C. M. O., et al. (2014).
"The four faces of the Hispanic consumer: An acculturation-based segmentation."
Journal of Business Research 67(2): 108-115.