

6TH ANNUAL

OCTOBER 28-30 2009 | MIAMI, FL

MULTICULTURAL MARKETING SUMMIT



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Michael Soon Lee, MBA, is President of EthnoConnect® which helps companies market and sell to multicultural customers. He is the author of “Cross-Cultural Selling for Dummies” and a former Marketing Director for the State of California. His clients include: Coca-Cola, Boeing, Chevron, State Farm Insurance, Virginia Tech University and over a thousand others.