

Title:

New Shopping Channel Will Cater to Hispanic Households

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331

Summary:

Hoping to tap into the considerable spending power of the growing U.S. Hispanic population, a

Keywords:

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Article Body:

Hoping to tap into the considerable spending power of the growing U.S. Hispanic population, a

Viva TeleCompras and its accompanying Web site, www.vivatelecompras.com, which are being devel

"This will be an extremely efficient way for Fortune 500 companies to showcase their products

HispanTelligence, the research division of Hispanic Business Inc., reported that Hispanic home

HispanTelligence also found that Hispanic employment rates have increased to more than 16 perc

By using a fun, fast-paced format with well-known Latino personalities as hosts and featuring

From studios in southern Florida, Viva TeleCompras will share the airwaves with such big names

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