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Building on the International and Diverse Make-Up Of A Baseball Organization and How Teams Capitalize On This Growth: The Rise of Latin Americans in Baseball

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ABSTRACT

The rise of Latinos in baseball in North America has given way to the increase of Latino Americans as a consumer for marketing. The media is in a crucial position to address this growing trend. Sports media has been brilliant at capturing the ever-increasing trend of Hispanic markets, along with marketing campaigns targeting this population. There are still improvements that can be made in embracing Latino fans at every sports level. Latino players appearing on MLB and MiLB rosters are bringing in fans from various Latino communities, as audience members, markets and media. The question becomes, how do sports franchises and other businesses in the industry of sport recognize this new and growing market and capitalize on it?