



## LATeral Thinking September 2017 Issue #15

September ended on a great note at LAT with our participation at Gateway 17 in Toronto.



It was great to hear Justin Trudeau and Jack Ma talk about the **opportunities** that arise from improved **multicultural communication**.

## From the blog...

## Engaging with South Asians in North America

Read about [one area in North America](#) you should be focusing your South Asian marketing efforts.



## Millennials vs Generation Z

We've all heard about Millennials but did you know about Generation Z? Discover [three key differences](#) that separate these two important groups.

**Want to reach Chinese customers?  
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