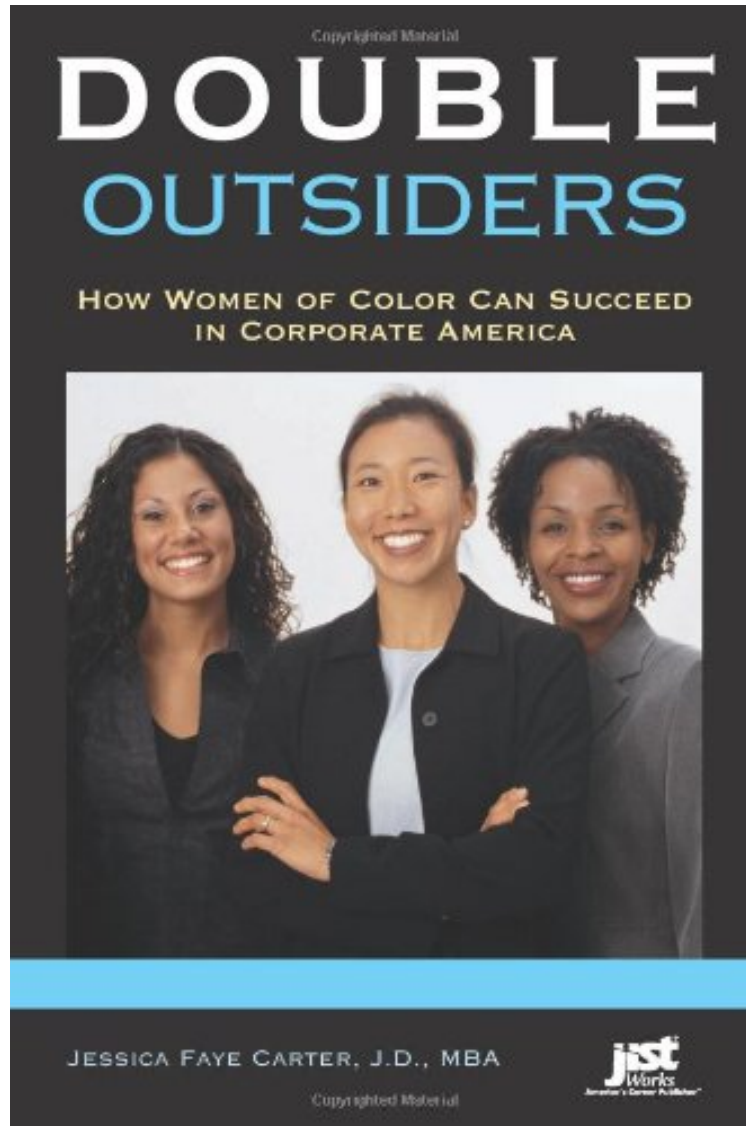


[Ebook free] Double Outsiders: How Women of Color Can Succeed in Corporate America

Double Outsiders: How Women of Color Can Succeed in Corporate America

Jessica Faye Carter

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According to the Equal Employment Opportunity Commission, more than five million women of color hold managerial and professional positions in the workforce. Yet, relatively few of them have reached the top-tier positions of corporate America. Double Outsiders is the first book of its kind to help women of color overcome the barriers they may face along their career path. This insightful book empowers African American, Latina, Asian, South Asian, Middle Eastern, Native American, and multiracial women to clarify the challenges they face and debunk myths and fallacies about them in corporate environments. It analyzes the critical success factors of professional women of color, provides resources, and offers potential insight into one of the fastest-growing employee demographics. This book also helps companies learn essential strategies for recruitment and retention of women of color. Ideal for any minority woman who is eager to advance her career, as well as professionals hoping to achieve diversity objectives, Double Outsiders lends readers valuable insights on everything from bypassing career derailers to understanding corporate cultures, to developing relationships with mentors and handling the "fast track." Additionally, the book illuminates the experiences of minority women who have excelled in the corporate world and how they've juggled challenges in the workplace and at home.

From the PublisherTop 5 Reasons to Buy Double Outsiders: How Women of Color Can Succeed in Corporate America1. You need strategies to deal with the challenges you're facing at work. Everyone faces challenges at work, but you would like some advice that's more targeted to your situation. Double Outsiders focuses on the unique issues facing women of color and provides strategic insights from professional women, diversity experts and academics on handling these challenges.2. You're wondering if you're the only person experiencing certain difficulties in the workplace. Does it feel like you're the only one dealing with questions about your identity? Whether it's your hair or skin, your educational background or country of origin, women of color are always under the spotlight. This book helps you understand the root of these inquiries and provides some tips for handling the intrusions graciously.3. You're interested in recruiting and/or retaining diverse talent. If you're developing recruiting and retention initiatives that target women of color, you will benefit from the insights that Double Outsiders provides into their challenges, and will be able to respond effectively to those issues when meeting with potential employees.4. You want to know more about women of color. Women of color are 30% of the U.S. female population with spending power of \$1 trillion in 2008. They are among the fastest-growing demographics in corporate America. If you want to know more about this demographic--which includes women of African, Asian, Hispanic, Native American and Middle Eastern descent-- Double Outsiders will give you some insight into their identities, market power, and communities.5. You want your women's initiative to be more inclusive of women of color. Many women's initiatives assume that all women are facing the same challenges. This book will illuminate the experiences of women of color in the workplace. You'll see some similar experiences, but also some that are very different, and you'll be enabled to reach a broader base of women with your programming.