



# Diversity Success Strategies

*Norma Carr-Ruffino*

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## **Diversity Success Strategies** Norma Carr-Ruffino

Powerful self-awareness activities and real-life case studies make this new information fascinating, practical, and easy to apply to the workplace.

Seeing the world through the eyes of a person from another group is a potent process for shifting perspective and gaining multicultural people skills.

" . . . an informative, comprehensive, and practical book. It is easy to read and is a must for everyone who is seriously interested in learning about and working more effectively with diverse people. I highly recommend it."

James P. Grey, Centre for Organization Effectiveness, Inc.

Norma Carr-Ruffino is Professor of Management at San Francisco State University. Author of the bestselling book, *The Promotable Woman*, and a well-known lecturer, she has made presentations throughout the U.S., Europe, and Asia. She has facilitated seminars and courses in managing cultural and gender diversity since the 1970s. As an entrepreneur, she helped to found and expand a chain of food stores. Her research has focused on helping organizations successfully compete in local and global markets by utilizing the talents of a diverse range of people.

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