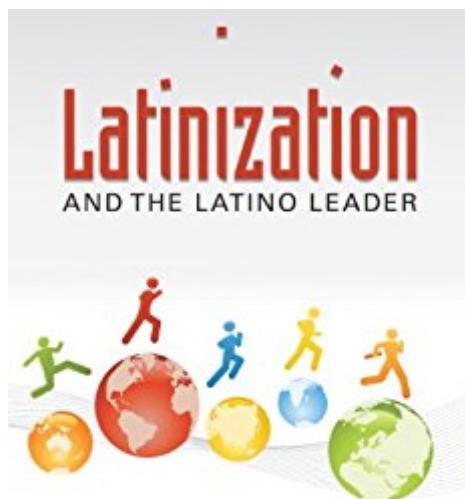


The book was found

# Latinization And The Latino Leader: How To Value, Develop, And Advance Latino Professionals



How to Value, Develop, and Advance Talented Professionals

Cristina Benitez & Marlene González



## Synopsis

With the growth among the Hispanic population of consumers as well as Hispanics in the workforce, American companies need to evaluate how well they are integrating Latinos into management positions. Latinization and the Latino Leader provides expert data and counsel on why it is important to a company's bottom line to develop their Latino workforce and prepare them for management positions. The book discusses the cultural differences that may keep Latinos from pursuing management positions as well as the stereotypes that may be emanating from the corporate culture to discourage Latino employees.

## Book Information

File Size: 1221 KB

Print Length: 123 pages

Publisher: Paramount Market Publishing, Inc. (November 8, 2010)

Publication Date: November 8, 2010

Sold by: Digital Services LLC

Language: English

ASIN: B004DL0QII

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #477,681 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #130 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Public Relations #407 in Books > Business & Money > Marketing & Sales > Public Relations #556 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Advertising

[Download to continue reading...](#)

Latinization and the Latino Leader: How to Value, Develop, and Advance Latino Professionals

iPhone for Work: Increasing Productivity for Busy Professionals (Books for Professionals by

Professionals) Latino Boom: An Anthology of U.S. Latino Literature The Maxwell Daily Reader: 365

Days of Insight to Develop the Leader Within You and Influence Those Around You How to Be a

Good Leader: The Ultimate Guide to Developing the Managerial Skills, Teamwork Skills, and Good

Communication Skills of an Effective Leader Leadership: Leader Skills For Communication,

Influence People and Business Coaching (Leadership, Influence People, Leader, Business Skills)  
Act Like a Leader, Think Like a Leader Behold a White Horse: The Coming World Leader: The Coming World Leader The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Beginning Nokia Apps Development: Qt and HTML5 for Symbian and MeeGo (Books for Professionals by Professionals) Law, Liability, and Ethics for Medical Office Professionals (Law, Liability, and Ethics For Medical Office Professionals) Introduction To Research And Medical Literature For Health Professionals (Blessing, Introduction to Research and Medical Literature for Health Professionals wi) Ethical and Legal Issues for Imaging Professionals, 2e (Towsley-Cook, Ethical and Legal Issues for Imaging Professionals) Pro Visual C++/CLI and the .NET 3.5 Platform (Books for Professionals by Professionals) Practical Android Projects (Books for Professionals by Professionals) Beginning Python Visualization: Crafting Visual Transformation Scripts (Books for Professionals by Professionals) ColdFusion Web Development with Macromedia Dreamweaver MX 2004 (Books for Professionals by Professionals) Microsoft SharePoint 2010: Building Solutions for SharePoint 2010 (Books for Professionals by Professionals) The Low Vision Handbook for Eyecare Professionals (Basic Bookshelf for Eyecare Professionals) Aromatherapy for Health Professionals, 4e (Price, Aromatherapy for Health Professionals)

[Dmca](#)