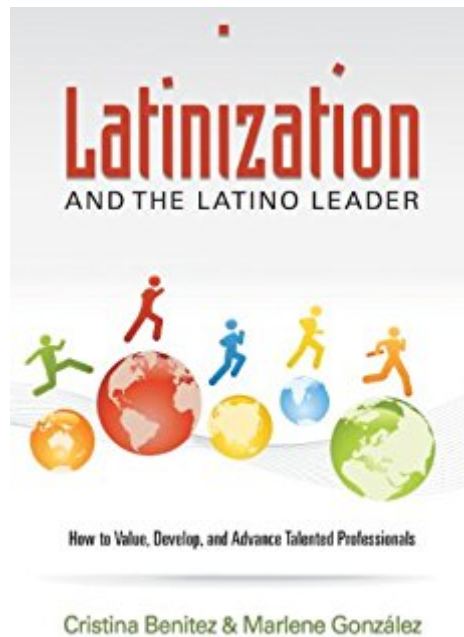


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# Latinization And The Latino Leader: How To Value, Develop, And Advance Latino Professionals



## 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.

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