Diversity, Inc.: The Failed Promise of a Billion-Dollar Business

By Pamela Newkirk

“Diversity has become the new buzzword, championed by elite institutions from academia to Hollywood to corporate America. In an effort to ensure their organizations represent the racial and ethnic makeup of the country, industry and foundation leaders have pledged hundreds of millions of dollars to commission studies, launch training sessions, and hire consultants and diversity czars. But is it working?

In Diversity, Inc., award-winning journalist Pamela Newkirk shines a bright light on the diversity industry, asking the tough questions about what has been effective—and why progress has been so slow. Newkirk highlights the rare success stories, sharing valuable lessons about how other industries can match those gains. But as she argues, despite decades of handwringing, costly initiatives, and uncomfortable conversations, organizations have, apart from a few exceptions, fallen far short of their goals.

Diversity, Inc. incisively shows the vast gap between the rhetoric of inclusivity and real achievements. If we are to deliver on the promise of true equality, we need to abandon ineffective, costly measures and commit ourselves to combatting enduring racial attitudes”—from the publisher’s website: https://www.hachettebookgroup.com/titles/pamela-newkirk/diversity-inc/9781568588230/

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