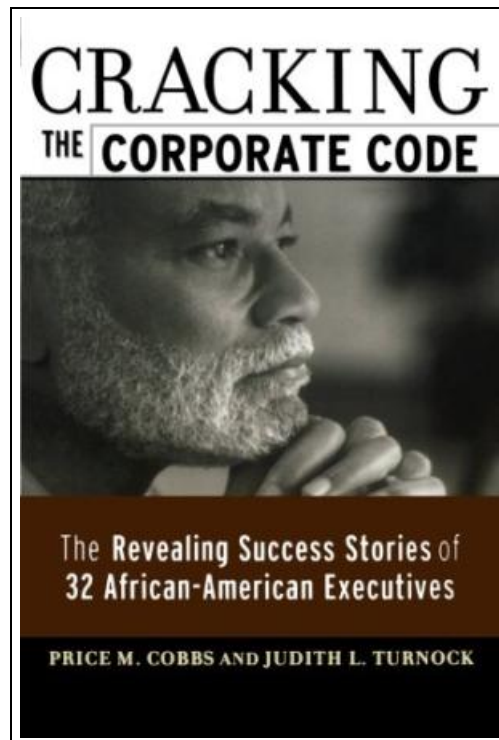# Cracking the Corporate Code: The Revealing Success Stories of 32 African-American Executives (Paperback)

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CRACKING THE CORPORATE CODE: THE REVEALING SUCCESS STORIES OF 32 AFRICAN-AMERICAN EXECUTIVES (PAPERBACK)

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Amacom, United States, 2003. Paperback. Condition: New. Special. Language: English. Brand new Book. "Over the last few decades, advances by African-Americans in the business world have been both impressive and well-documented. But even a cursory glance at the statistics -- not to mention a look around most corporations -- reveals that, despite much progress, minority executives are still relatively few and far between. Whether in the form of insensitivity, change-averse corporate cultures, socio-economic factors, or outright racism, African-Americans still face very real obstacles along the path to professional success. To many, these obstacles have seemed insurmountable, and their careers have foundered. But to thousands of others, these challenges have been an invitation to excel, and their accomplishments have been worthy of both praise and emulation. Cracking the Corporate Code delves deeply into the lives and careers of 32 such notable professionals. These are not the men and women usually cited: the high-profile government officials, the legendary civil rights pioneers, or the megastar athletes who have leveraged their on-field success into positions of leadership. The authors have chosen instead to profile individuals who have risen through the ranks of America's most noteworthy businesses, to the highest echelons of corporate power and influence. In exclusive, eye-opening interviews, these men and women recount their impressive and widely differing career trajectories, revealing what motivated and discouraged them, their sources of support and conflict, and the strategies they developed to excel in organizations like PepsiCo, GE, Merrill Lynch, Kraft, Prudential, Chrysler, and dozens more. Rather than offer these inspiring stories as individual biographies, the authors have identified their common threads, analyzing what they reveal to the reader about: * Reconciling the ambiguities inherent for black professionals in corporate culture * Trusting your own abilities and potential while managing the ever-present issue of race * Overcoming...

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