

Rethinking the African-American experience—now and in the future.

Advance Praise for *Black Faces in White Places*.

“There are three types of people in this world: those who make the rules, those who follow the rules, and those who redefine the rules. Drs. Pinkett and Robinson have given us a revolutionary roadmap for African Americans to accomplish the latter, and to do so in a way that benefits everyone.”

—William H. Cosby, Jr., Ed.D., and Camille O. Cosby, Ed.D.

“Randal Pinkett’s and Jeffrey Robinson’s book has much to say about solutions to our challenges in the age of Obama. Don’t miss it!”

—Cornel West, Princeton University

“At last, a one-stop resource that addresses the particular issues associated with being a minority within a majority culture. This book could not have come at a better time. Thank you Drs. Pinkett and Robinson!”

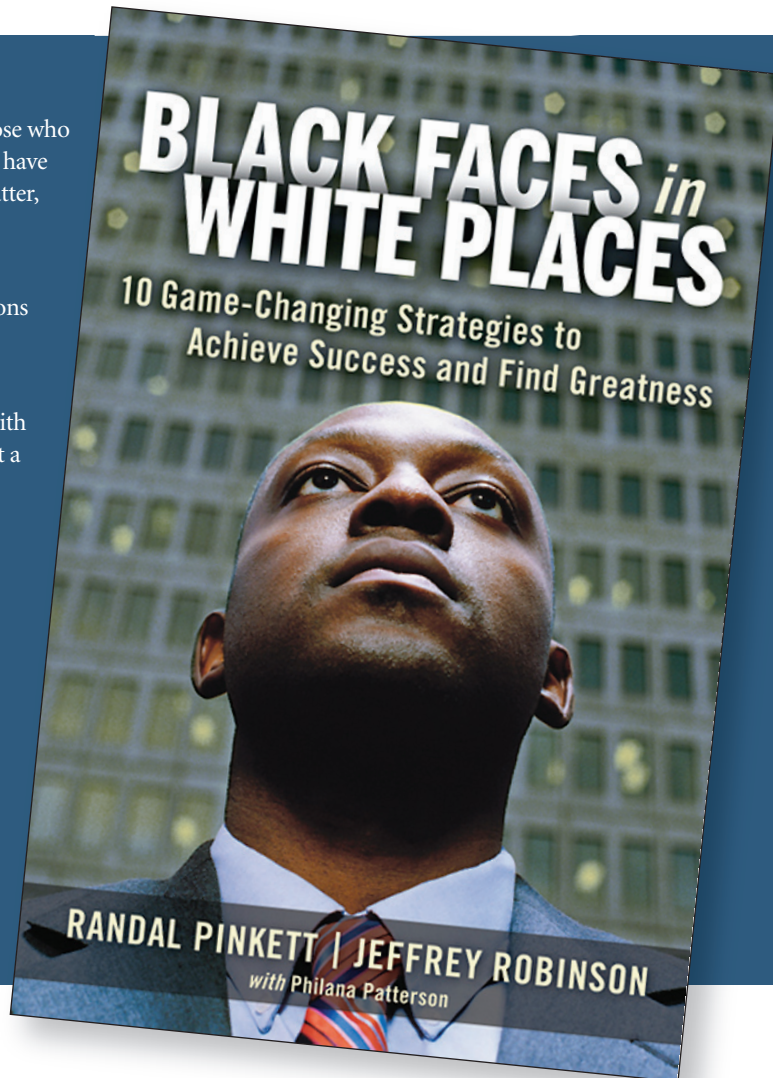
—Stephen R. Covey, author of *The 7 Habits of Highly Effective People* and *The 7 Habits of Highly Effective Families*

“This book is a ‘must read’ to fully understand the Black experience in any professional setting. *Black Faces in White Places* takes a look at race and professional accomplishment in post-Obama America. Drs. Pinkett and Robinson interview entrepreneurs, corporate execs, educators, religious and community leaders to identify 10 clear strategies to be successful oneself—and to help others as well.”

—Soledad O’Brien, Anchor and Special Correspondent, CNN

“An intriguing exploration into the personal, professional, and spiritual dimensions of being Black in 21st Century America. If you care deeply about the future of our communities and our country, you should care about this book.”

—Benjamin Todd Jealous, President and CEO, NAACP



About the Authors:

Randal Pinkett, Ph.D., is the co-founder, chairman and CEO of BCT Partners, an information technology and management consulting firm based in Newark, New Jersey. After defending his status as the sole season four winner of *The Apprentice*, he served as an executive with Trump Entertainment Resorts in Atlantic City. A sought-after speaker for corporate, government, and community groups, he has appeared on CNN, Fox, *The Today Show*, and *Nightline*. He holds five academic degrees, including a Master of Science in Computer Science from Oxford University as a Rhodes Scholar and a Doctor of Philosophy from the MIT Media Laboratory. **Jeffrey Robinson, Ph.D.**, is a leading business scholar at Rutgers Business School. The book’s collaborating writer, **Philana Patterson** is a business news editor for the Associated Press.

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As an African-American, you’ve heard the adage that you need to work twice as hard as white counterparts to succeed. So you play “the game” and anticipate being rewarded for your talents and hard work. Now you’re up for a prized promotion, landmark business deal, or other professional breakthrough—this is your moment....

It’s at this point that many African-American professionals experience a “Black faces in white places” moment: a point at which it becomes all too clear that just playing well isn’t enough—because the rules can change on you in a heartbeat. This scenario plays out countless times each day in American workplaces, and for Randal Pinkett it played out on national television—when Pinkett’s seemingly storybook ending was about to get an unexpected twist....

Black Faces in White Places is about that very game—the one played in the competitive world in which we all live and work. While exploring the ideals and realities of identity, meritocracy, opportunity, and society, the book lays out ten concrete strategies to help you become a “game changer.” The ten strategies will advance you to the next level of personal and professional success and unleash the greatness that lies within you.

Based on interviews with dozens of prominent African-Americans and the authors’ considerable experience in business, in the public eye, and in the minority, *Black Faces in White Places* shows how as an African-American professional you can (and must) think and act both entrepreneurially and “intrapreneurially”; combine the strengths of your peers with the wisdom of others; and plant the seeds of a positive and lasting legacy.

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