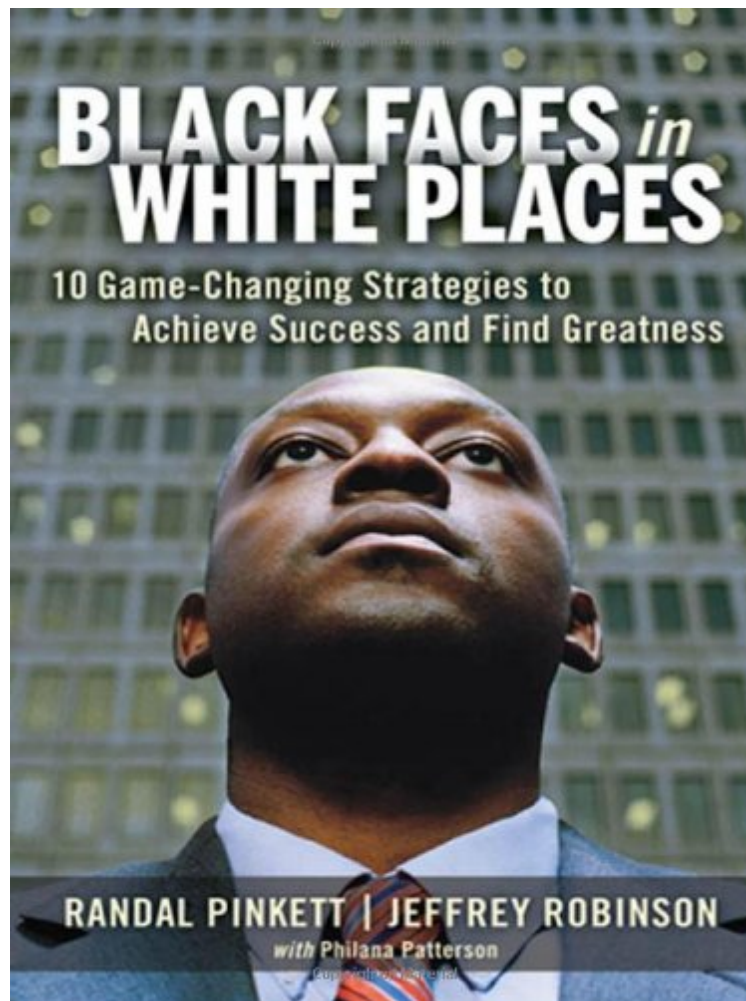


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## **Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness**

*Randal Pinkett, Jeffrey Robinson, Philana Patterson*  
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**Randal Pinkett, Jeffrey Robinson, Philana Patterson : Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness** before purchasing it in order to gage whether or not it would be worth my time, and all praised Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness:

2 of 2 people found the following review helpful. Black Faces in White Faces: Don't Let The Title Fool YouBy Todd QAs a Black man serving as an entrepreneur serving in the energy technology arena, I found this book to be so relevant. The book offers viable strategies that are fundamental to navigating my world that is high-tech, ever-

changing, and global. The anecdotes and stories also allowed me to relate to the book in real tangible ways. The fact is that this book is relevant to anyone trying to reinvent themselves in a world that has been redefined by emerging markets, globalization, changing demographics, and new technology. Furthermore, the strategies are offered in the context of improving the "ecosystem" as opposed to offering strategies in a stand-alone manner. Although entrepreneurship and intrapreneurship are emphasized, there is a strong endorsement of social entrepreneurship and a triple bottom line (people, profit, and planet) approach to success. However, the authors do a great job in connecting the dots by aligning such principles with the principles of giving (time, talent, and treasure). In a world where the concept of the traditional job is vanishing, this book offers some poignant strategies of redefining yourself in ways that align with the changing landscape. My business is benefitting from cross-cultural partnerships, and the authors really affirmed our strategy to connect across borders. As the United States heads toward becoming a "minority majority", we can all heed the call of "Black Faces in White Places". This is a must read!

2 of 2 people found the following review helpful. Black Faces in White Places is required reading

By Darryl Scipio Black Faces in White Places is a must read for anyone that wants to understand how to succeed in business, whether you are an entrepreneur or you are working for a Fortune 500 Company. It is peppered with relevant facts about the economy and how Black people have fared in it. The facts throughout the book help to inform the argument that Black business lags far behind that of other ethnic groups in every area of success metrics. This is especially problematic if your goal is to build black wealth because black spending power is very strong, so if blacks spent their money strategically, there could be a real base for black economic empowerment.

Dr.'s Pinkett and Robinson have done an excellent job of taking a delicate, complex subject and demystifying it for the general public so that we all can understand how corporate America's unwritten rules affect us all, and how to overcome those challenges. I highly recommend this book to be used as a planning guide for anyone that wants to succeed in corporate America.

0 of 0 people found the following review helpful. Must Read! Must Share! Must Live!

By Joe I thoroughly enjoyed this book and I am committed to share it with as many people as possible. A movement should begin based on this work. Any organization, group, or person that is serious about improving diversity and inclusion in the workplace MUST leverage this wisdom!

If the name Randal Pinkett sounds familiar, it may be because Pinkett was the first African-American winner on *The Apprentice*. When he won, this black man also became the only contestant to be asked to share his victory--with a white woman. The request (and Pinkett's subsequent refusal) set off a firestorm of controversy that inevitably focused on the issue of race in the American workplace and in society. For generations, African-Americans have been told that to succeed, they need to work twice as hard as everyone else. But as millions of black Americans were reminded by Pinkett's experience, sometimes hard work is not enough. *Black Faces in White Places* is about "the game"--that is, the competitive world in which we all live and work. The book offers 10 revolutionary strategies for playing, mastering, and changing the game for the current generation, while undertaking a wholesale redefinition of the rules for those who will follow. It is not only about shattering the old "glass ceiling," but also about examining the four dimensions of the contemporary black experience: identity, society, meritocracy, and opportunity. Ultimately, it is about changing the very concept of success itself. Based on the authors' considerable experiences in business, in the public eye, and in the minority, the book shows how African-American professionals can (and must) think and act both Entrepreneurially and "Intrapreneurially," combine their collective strengths with the wisdom of others, and plant the seeds of a positive and lasting legacy.

important and groundbreaking book provides the tools necessary for African Americans and members of other minorities, to achieve success and respect on their own terms.

Blog Business World Pinkett and Rutgers Business School Professor Jeffrey Robinson present a trailblazing path for leveraging ethnic and cultural assets to not only win the game of success in any arena, but to reshape America and leave a powerful legacy for generations to come. They show how to achieve professional and personal success while affirming and amplifying racial pride by learning, mastering, and ultimately redefining the ever-changing game - their new metaphor for our competitive world of work and life. Building on the four dimensions of the contemporary Black experience - identity, society, meritocracy, and opportunity their book provides a strategic roadmap to keep African Americans moving forward in their journey toward not simply equal treatment but equal respect for their diversity and uniqueness. Covering ten groundbreaking strategies, they inspire and empower every Black man and woman.

-- Career News Service a trailblazing path for leveraging ethnic and cultural assets. [the authors] inspire and empower every Black man and woman.

-- Career News Service A helpful handbook designed for the average African-American armed with credentials yet in a quandary about how to flourish in the midst of a corporate culture tainted by intolerance in terms of skin color.

-- Caribbean Life Black Faces in White Places is the perfect book for any Black job hunter who seeks a real career. [a] thoughtful, helpful book. The Chicago Crusader From the Inside Flap 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 during the finale of *The Apprentice* 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. Along the way, you will: Learn how to use your ethnicity as an asset Expand yourself beyond your comfort zone Recognize and demonstrate the four facets of excellence Build beneficial relationships and powerful networks Identify different mentors and learn from others experiences Discover ways of working with others to facilitate collective action And much more The book also examines social responsibility, institution building, and longstanding traditions of giving throughout African-American culture and history. 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. Randal Pinkett, Ph.D., was the winner of season four of *The Apprentice* and the shows first minority winner. He is the co-founder, chairman, and CEO of BCT Partners, an information technology and management consulting firm. Jeffrey Robinson, Ph.D., is a leading business scholar at Rutgers Business School. Philana Patterson is a business news editor for the Associated Press. From the Back Cover Advance Praise for *Black Faces in White Places* Randal Pinkett and Jeffrey Robinsons book has much to say about solutions to our challenges in the Age of Obama. Don't miss it! Cornel West, Princeton University 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 people of color 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. 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 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 The 10 Game-Changing Strategies in *Black Faces in White Places* are so powerful, so compelling, and so simple, it made me wonder why someone didn't think of them sooner! Thank you, Dr. Pinkett and Dr. Robinson. Judge Glenda Hatchett Pinkett and Robinsons 10 Game-Changing Strategies should be for people of color what Stephen Coveys 7 Habits were for highly effective people. Roland S. Martin, Analyst, CNN Host, Managing Editor, Washington Watch, TV One Cable Network Senior Analyst, The Tom Joyner Morning Show 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, Bestselling Author of *The 7 Habits of Highly Effective People* and *The 7 Habits of Highly Effective Families* At last, a book that isn't narrowly focused on how to become successful. *Black Faces in White Places* challenges each of us to look beyond our individual agendas and chart a course for greatness a collective agenda of helping others, thus creating a ripple effect that is felt for generations and generations to come. Marc H. Morial, President and CEO, National Urban League