



Good Is Not Enough: And Other Unwritten Rules for Minority Professionals

By Keith R. Wyche

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A no-nonsense guide for minorities in business who want to make it to senior management

In recent decades, corporate America has gotten better at recruiting minority talent. But despite their education and hard work, too many African Americans, Latinos, and Asian Americans still find unique obstacles on the path to senior management. And there are too few minority mentors available to help them understand and overcome these challenges.

Keith R. Wyche, a division president at a Fortune 500 company, is the perfect mentor for ambitious minority businesspeople at all levels. His book is filled with thought-provoking insights and practical advice based on his own experiences and those of the many people he has counseled. He discusses the importance of:

- Understanding corporate culture--and the impact it has on your career
- Being visible--because you can't get ahead if nobody knows who you are
- Staying current--why minorities must be continuous learners

Good Is Not Enough also includes anecdotes from prominent CEOs such as Ken Chenault of American Express, Richard Parsons of Time Warner, and Alwyn Lewis of Kmart.

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Bibliography

- Sales Rank: #651892 in Books
- Published on: 2008-07-03
- Released on: 2008-07-03
- Original language: English
- Number of items: 1
- Dimensions: 9.26" h x .98" w x 6.22" l, .95 pounds
- Binding: Hardcover
- 256 pages

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Editorial Review

From Publishers Weekly

After being passed over twice for advancement, Wyche—now president of U.S. operations for Pitney Bowes Management Services—took a hard look at himself and began to consciously develop his approach, performance and image to better position himself for success. Aimed primarily at helping minorities advance their careers, his book highlights the 12 key lessons he learned—including the importance of personal branding, visibility and staying current as well as identifying potential career killers. Each chapter elaborates on a different skill while relating how Wyche and others managed to overcome specific obstacles. The author also includes useful coaching tips, suggesting employees try to meet with their boss's boss at least once a year, become active in an industry organization and always have an intelligent, thoughtful question to ask. Particularly helpful are the sections on business writing, the five top skills required for senior leadership and the qualities of a good presentation. While Wyche directs his lessons at minorities, who frequently lack mentors in the workplace, his sound advice will prove valuable to anyone looking to take ownership of their career advancement. (*July*) ""

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About the Author

Keith R. Wyche

is the president of U.S. operations for Pitney Bowes Management Services (a division of Pitney Bowes Inc.) and a twenty-five-year veteran of Ameritech, AT&T, IBM, and other companies. He is a popular speaker with minority business groups and has been recognized for his achievements by Black Enterprise, Ebony, Crain's Business, and *Diversity Inc.* magazines.

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