



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

*Keith R. Wyche*

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**Good Is Not Enough: And Other Unwritten Rules for Minority Professionals** Keith R. Wyche  
**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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On this era which is the greater person or who has ability to do something more are more treasured than other. Do you want to become one among it? It is just simple strategy to have that. What you must do is just spending your time little but quite enough to possess a look at some books. One of the books in the top list in your reading list is definitely Good Is Not Enough: And Other Unwritten Rules for Minority Professionals. This book which is qualified as The Hungry Mountains can get you closer in growing to be precious person. By looking upwards and review this e-book you can get many advantages.

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