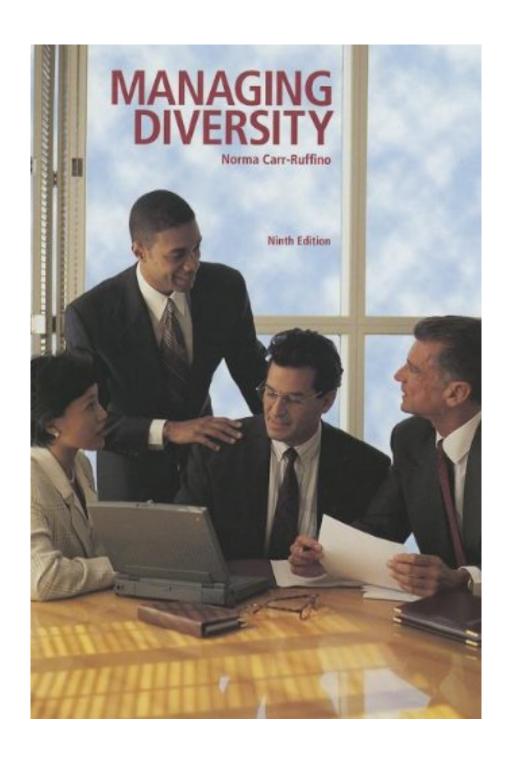


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Norma Carr-Ruffino is Professor of Management in the College of Business at San Francisco State University. The author of numerous textbooks as well as the bestselling book, The Promotable Woman, and a well-known lecturer, she has made presentations throughout the United States, Europe, and Asia. She has facilitated seminars and courses in managing cultural and gender diversity since the 1970s. As an entrepreneur, she helped to found and expand a chain of food stores. Her research has focused on helping organizations successfully compete in local and global markets by utilizing the talents of a diverse range of people.

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