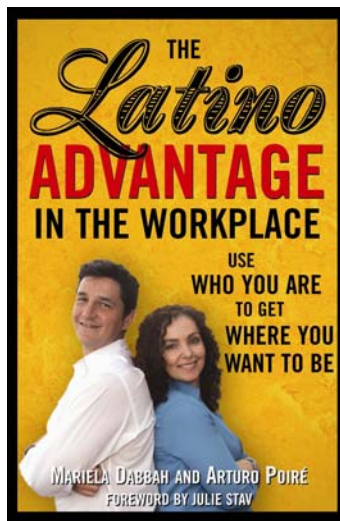


FOR IMMEDIATE RELEASE



GUIDE FOCUSES ON LATINOS MAXIMIZING THEIR CULTURAL IDENTITY TO GAIN SUCCESS IN THE PROFESSIONAL WORLD

The Latino Advantage in the Workplace: Use Who You Are to Get Where You Want to Be

New York, NY—*The Latino Advantage in the Workplace* (Sourcebooks; \$19.95), by Mariela Dabbah and Arturo Poiré, takes a unique approach in guiding Latinos in the workplace to use their culture-based skills to their full potential. This well-rounded guide touches on common issues through realistic examples and teaches the reader how to navigate the workplace effectively. Dabbah and Poiré share the skills they have implemented to achieve their own professional successes—raising the bar for all Latinos to embrace and excel in areas that are common to their cultural individuality such as:

- Developing and maintaining effective networking relationships
- Engaging in effective teamwork
- Communicating with all tiers of management
- Conflict management
- Time management

The Latino Advantage in the Workplace is also a great book for non-Latinos to learn about the Latino culture, and, in this sense, is a fantastic tool for managers and employees to embrace diversity in the workplace.

Exercises throughout the book and a robust directory of resources provide strategies for continued growth and supports readers on their way to success.

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ABOUT THE AUTHORS

Mariela Dabbah is the author of *Cómo Conseguir Trabajo en los Estados Unidos: Guía para Latinos* (How to Get Job in the U.S., Guide for Latinos) and *Ayude a su Hijo a Tener Éxito en la Escuela: Guía para Padres Latinos* (*Help your Children Succeed in School, Guide for Latino Parents*), Sourcebooks. Dabbah has been featured on numerous television and radio programs including, *All Things Considered* (NPR), *Today in New York* (NBC) *Despierta América* (Univision), *Cada día con María Antonieta* (Telemundo), *Directo desde EEUU* (CNN en Español) and *Exclusiva* (ABC News).

Dabbah received her MFA from the University of Buenos Aires and has lived in the U.S. since 1988. She was the owner of Flame, an educational book company where she developed manuals and educational training programs for teachers and parents. Since 2000, she has been focusing on her career as a writer and speaker, presenting at corporations and educational organizations. She is a contributor for *Hora Hispana* by the *New York Daily News*, *Hoy* by Tribune, and along with Mr. Poiré, writes a monthly column for *Tú Dinero* magazine. Ms. Dabbah is also a fiction writer. Her book *Cuentos de Nuevos Aires y Buena York* (Editorial Metafrasta) was published in Argentina in 2005. Dabbah writes and presents very strongly both in Spanish and in English.

Arturo Poiré is a Senior Human Resources Executive at a major global financial services corporation in NYC. He has carried out assignments in South America, the UK and Asia in the areas of merger integration, reorganization, change management, talent management and strategic staffing. He has also done extensive work in career and executive coaching.

Mr. Poiré has a degree in sociology from the Social Sciences School of the University of Buenos Aires and an MBA from New York University—Stern School of Business. As a sociologist, his work focused on organizational dynamics, including change management and communication strategies, and the impact of democracy on the educational system. He has collaborated with newspaper articles on cultural and social topics. Poiré has resided in New York since 1996.

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