



# The Race Trap: Smart Strategies for Effective Racial Communication in Business and in Life

*Robert L. Johnson, Steven Simring, Gene Busnar*

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You've learned that one of your white employees is having an "attitude problem" You are having difficulty selling to customers of other races. You're white, and you believe that your black supervisor is unfairly critical of your work.

Any of these situations can lead to crippling lawsuits and career-stopping confrontations if handled incorrectly.

*The Race Trap* delivers a surefire antidote to the complex problems of race in the workplace. Facing explosive situations head-on, Dr. Robert L. Johnson and Dr. Steven Simring provide uncompromising insight and advice on improving interracial communication, ending racial confrontation -- and simply getting on with the business of business.

Writing for executives, managers, supervisors, employees, and sales professionals, Johnson and Simring, both physicians and experts in the field of racial communication, provide readers with hard-edged advice for: choosing the most effective strategies for dealing with customers, coworkers, and supervisors of different races. recognizing covert attitudes and biases that undermine success avoiding racially charged "code words" that can cause big trouble.

The authors also give useful guidelines for navigating racially charged situations that take place in the course of everyday life, such as: dealing effectively with doctors, educators, and police officers of other races receiving better service in restaurants, stores, and airports helping children succeed in an increasingly diverse environment.

*The Race Trap* is based on years of research and professional experience. The chapters include step-by-step guidelines, compelling anecdotes, and a self-scoring Racial Intelligence Quotient (RQ) Test.

In a field inundated with overheated rhetoric and few answers to real-life problems, *The Race Trap* cuts through the hype and offers smart solutions for navigating the tricky terrain of race relations. The authors do not seek to alter anyone's personal beliefs or political views. Their mission is to help readers avoid trouble and to become more savvy in all interracial situation.

The authors invite to share their own experiences, comments, and questions with them. Those who would like to join the dialogue or want updated information about upcoming programs and appearances can visit their website:

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