

## Chapter 16 Culture and Diversity

*Marketers are adapting to the growing Hispanic population in the United States.*

Tamara E. Colmes. [“Rule Hispania.”](#) Promo. September 1, 2003. Accessed October 26, 2006.

*Different cultures influence the leadership styles of businesspeople.*

D. Quinn Mills. [“Asian and American Leadership Styles: How Are They Unique?”](#) Harvard Business School Working Knowledge. June 27, 2005. Accessed October 26, 2006.

*A company’s culture influences the way every individual at the company does their job.*

Norm Brodsky. [“Street Smarts: The One Thing You Can’t Delegate.”](#) Inc. Magazine. April 2006 issue, page 61. Accessed October 7, 2006.

*Different people tell their experiences of being treated better or worse at work, depending on their position.*

Bob Rosner. [“Working Wounded: Class Conflict Part II.”](#) California Job Journal. November 13, 2005. Accessed October 26, 2006.