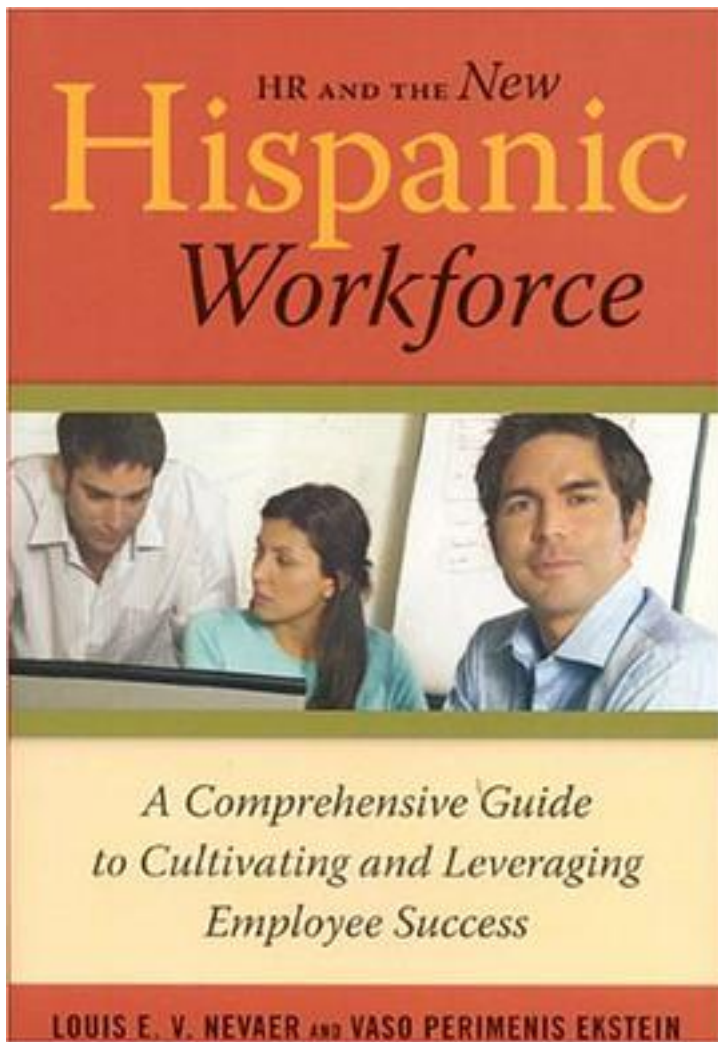


# HR and the New Hispanic Workforce



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The growing influence of Hispanics in the workforce has taken on a new urgency: considered by many HR experts to be one of the most significant challenges facing corporate America today. With a wealth of research and best-practice examples from corporate America's elite, these expert authors deliver both the strategies and hands-on tools - detailed checklists, sample questionnaires and forms, and a helpful summary at the end of each chapter - to address such key issues as the increasing use of Spanish in the workplace; the need for quantitative tools for performance reviews; the need for new recruitment strategies; and benefit program changes that take into account the differing experiences, values, and needs of Hispanic workers. This is the only comprehensive guide for HR professionals to successfully recruit, manage, and retain Hispanic employees, and also includes some HR guidelines in both English and Spanish. It is written by highly-acclaimed experts: Nevaer, who is the director of Hispanic Economics, consults with Fortune 100 companies on Hispanic consumers, and is a journalist syndicated via Associated Press; and, Ekstein, who was the Asst. VP for HR for Baptist Health South Florida and has worked in the HR field for 18 years.

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