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The Management of Virtue

Corporate Diversity in New York and Paris

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A scatching look at how diversity is being handled at companies in New York and Paris.

Morally and legally pressured to fight discrimination, companies have developed their own strategies where diversity is concerned: valuing difference (gender, ethnicity, age, education, etc.) and equal treatment of employees helps attract new talent, conquer new markets, and stimulate creativity. The fruit of a lengthy investigation in New York and Paris, this book reveals the fragility and ambiguities of these management strategies as well as what they owe to regulatory and political climate, turning critical eye on contemporary capitalism's pretension to combine the profit motive and the common good.
