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NEW BOOK CLUB



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Main Selection

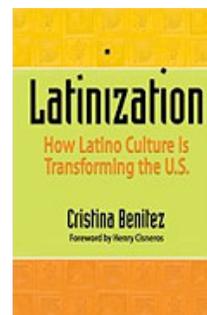
Latinization

How Latino Culture Is Transforming the U.S.

by Cristina Benitez

Paramount Market Publishing. 125 pages, hardcover, \$24.95*

Cristina Benitez is founder of the marketing group Lazos Latinos and an expert on the U.S. Latino market. In this book she calls on twenty years experience in Hispanic marketing and her personal perspective as a second-generation Latina to explore the impact of Latino immigration on North American culture.



Although politicians and the media largely discuss Latino immigration "by the numbers," Benitez focuses her book on tastes and values that these U.S. immigrants bring with them. She discusses everything from family and faith, to Latinos' strong work ethic, to music, food, dance and literature.

The book provides a concise and comprehensive view of the U.S. Hispanic market. Readers "will come away with a better understanding of how to craft marketing messages; corporations will learn how to develop Latino leaders, and everyone will learn how to understand this valuable segment of our population," the publisher says.

In his forward to *Latinization*, former HUD Secretary Henry Cisneros writes that Cristina Benitez's "reasoned explanations help Americans understand the new faces, the new accents and the new last names. *Latinization* sands down the raw edges of fear and suspicion with facts and comprehension; it opens the prospect of a nation whose best days are ahead."

For more information read our [September 2006 interview](#) with Cristina Benitez.

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Alternate Selections

The Balanced Life

by Dr. Barbara McFarland

AuthorHouse, 144 pages, 2006, trade paper, \$11.45*

Dr. Barbara McFarland, a keynote speaker at this year's 2007 NEW Leadership Summit, is a psychologist, speaker and expert on the balancing acts that America's working women perform. Time is not the issue, Dr. McFarland writes. Many managers -- men as well as women -- have become "addicted to business." And this addiction is driving lives out of balance.

"The idea of 'achieving' a balanced life is a very dangerous one," she writes. "First, it sounds like another task or something that we need to add to our 'to do' lists. Secondly, it implies that balance is an event--something we can get to if we're smart enough or organized enough or read enough self-help books. This notion of achieving balance keeps the hamster wheel spinning even faster, yet a sense of achievement becomes even more elusive."

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PrimeTime Women

by Marti Barletta

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Kaplan, 294 pages, 2007, trade paper, \$16.50*

No one wields more spending power than baby boomers--and no segment of this market has more money to spend than women 50 and over. This new book by Marti Barletta, founder and CEO of the TrendSight Group, demonstrates the potential of this dynamic market and lays to rest many of the myths that marketers have about older women.

PrimeTime Women features new research that offers fascinating insights into 50-plus women's attitudes and purchasing behavior. Spoiler alert--they think and act different than younger women and are different from men of their generation, as well.

Older women consumers have been neglected by many marketers, Barletta writes. *PrimeTime Women* not only demonstrates the upside potential of the market and offers practical lessons to market to one of the nation's least-appreciated demographic groups --women in their prime. For more information read our [March interview](#) with Marti Barletta .

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The Ultimate Question

by Fred Reichheld

Harvard Business School Press, 210 pp, hardcover, \$15.72*

How loyal are your customers? According to Bain & Co. Director Emeritus Fred Reichheld, the answer to that question could spell the difference between profit and loss for your company.

Reichheld writes that there are good profits and bad profits, and that "too many companies can't tell the difference. As a result they get hooked on bad profits." Bad profits--those made for short-term gain--choke off a company's future growth and blacken a firm's reputation and demoralize employees.

The author introduces the Net Promoter Score, a metric that measures customer loyalty and "represents a radical change in the way companies manage customer relationships and organize for growth. The metric "enables CEOs to hold employees accountable for treating their customers right" and promises, Reichheld writes, "a radical alternative to common business theory, pointing the way to long-term competitiveness."

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*NEW Book Club discount price

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