THE NEW CEOS
WOMEN, AFRICAN AMERICAN, LATINO, AND ASIAN AMERICAN LEADERS OF FORTUNE 500 COMPANIES

BY RICHARD L. ZWEIGENHAFT AND G. WILLIAM DOMHOFF

ABOUT THE BOOK

The New CEOs looks at the women and people of color leading Fortune 500 companies, exploring the factors that have helped them achieve success and their impact on the business world and society more broadly. As recently as fifteen years ago, there had only been three women CEOs of Fortune 500 companies, and no African Americans. As of July 2010, there had been 73 women, African American, Latino, and Asian CEOs of Fortune 500 companies—some well-known, like Carly Fiorina of Hewlett Packard, and some less-known. Richard L. Zweigenhaft and G. William Domhoff look at these 'new CEOs' closely. Weaving compelling interview excerpts with new research, the book traces how these new CEOs came to power, questions whether they differ from white male Fortune 500 CEOs in meaningful ways, asks whether the companies that hired them differ from other companies, and discusses what we can learn about power in America from the emergence of these new CEOs. As Americans continue to debate corporate compensation, glass ceilings, and 'colorblind' relationships, The New CEOs shares information critical to understanding our current situation and looks toward the future in our increasingly globalized world.

PRAISE FOR THE BOOK

“This book seeks not to analyze why, but rather to explore the individuals themselves—their backgrounds as well as their impact on the companies they lead. Zweigenhaft and Domhoff clearly and concisely profile the CEOs and companies using a combination of biographical and data-driven research. There are no comparable works available. VERDICT This book succeeds at showing the intersection of culture, politics, ethnicity, and feminism through the lens of business diversity studies. An excellent book for scholars interested in data-driven sociology, psychology, and cultural studies relating to business and for readers in the business world.”

—Library Journal

“This book is sobering in how to show us what many African-Americans corporate executives routinely say to each other about their corporations: ‘Much has changed, but much has stayed the same.’”

—American Journal of Sociology

ABOUT THE AUTHORS

Richard L. Zweigenhaft is Charles A. Dana Professor of Psychology at Guilford College.

G. William Domhoff is Research Professor of Sociology and Psychology at the University of California, Santa Cruz. The authors have written three books together, including Blacks in the White Elite and Diversity in the Power Elite. To learn more about G. William Domhoff's research and publications, please visit his website, Who Rules America?

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