

NEW BOOK CHRONICLES HISTORY AND IMPACT OF THE PHD PROJECT:

“PAYING IT FORWARD” PROFILES MINORITY BUSINESS PROFESSORS WHO ARE CHANGING THE FACE OF MANAGEMENT EDUCATION AND INFLUENCING UNDERGRADUATES TO STUDY BUSINESS

(December 3, 2014) Montvale, NJ -- The PhD Project, which works to provide role models to encourage more minority undergraduates to study business and pursue business careers, announces publication of its new book, “Paying It Forward.”

The 201 page book is available on Amazon.com in print and e-book format. “Paying It Forward” has been published to coincide with The PhD Project’s 20th anniversary of attacking a root cause of the lack of diversity in corporate America: the near absence of minority professors in business schools, to attract and serve as role models for minority undergraduates to study business.

When The PhD Project was created in 1994, there were only 294 doctorally qualified African-, Hispanic- and Native American business professors in all U.S. universities. Today, there are 1,267 and more on the way – more than quadrupling the number in 20 years.

Within the pages of this book lies the story, never before fully told, of The PhD Project’s origins and growth. Also inside are the real-life journeys of many of its participants and professors- the mentorships that sustain them, collaborations that propel them, and their commitment to *pay it forward*.

The profiles of 25 African-, Hispanic- and Native American business professors identifies their impact in four categories: Changing the Face of Business Education, Changing the Face of Business Research, Influencing Undergraduates and Impacting the Community.

Dr. Scott Cowen, President Emeritus of Tulane University, wrote a foreword to the book. In it he said: “As president of Tulane University for the last sixteen years and someone who has spent the last forty years as a faculty member and administrator in higher education, I can hardly overestimate the impact of diversity experiences on shaping the next generation of citizens and leaders. Enabling students to rub elbows with the real world—specifically people from a variety of backgrounds with different points of views, beliefs and ideas—means preparing students for success in a global society and a work environment that is more interconnected and complex than ever before.”

“Paying It Forward” is available for \$19.95 in soft cover, and \$4.99 on Kindle, at http://www.amazon.com/Paying-Forward-Creating-Tomorrows-Business/dp/0578143453/ref=sr_1_1?s=books&ie=UTF8&qid=1416259715&sr=1-1&keywords=Paying+it+Forward+PhD+Project&pebp=1416259715571

The PhD Project’s earlier book, “Living The Dream,” is now also available on Amazon.com. First published in 2003 and expanded and updated in 2008 and 2011, this book brings readers

into the lives and minds of several dozen successful business executives who searched their souls and decided to switch careers and become business professors. How they made their decisions, the challenges they overcame and the rewards they ultimately received, is revealed as never before told.

“Living The Dream” is available at http://www.amazon.com/Living-Dream-PhD-Project-Generation/dp/1591964016/ref=sr_1_1?s=books&ie=UTF8&qid=1416259771&sr=1-1&keywords=Living+the+Dream+PhD+Project&pebp=1416259772375.

The PhD Project has received ongoing support from its sponsoring companies, participating universities and organizations, and supply alliance members.

Its founding organizations in addition to the [KPMG Foundation](#), are the [Graduate Management Admission Council](#), [Citi Foundation](#), [AACSB International](#). The leading corporations, foundations and associations funding it include: over 285 participating universities, [AICPA Foundation](#), [DiversityInc](#), [The Merck Company Foundation](#), [Dixon Hughes Goodman LLP](#), [Rockwell Collins](#), [Wal-Mart Stores, Inc.](#), [American Marketing Association](#), [John Deere Foundation](#), [CIGNA](#), [ADP](#), [Edison International](#) (on behalf of the [California State University System](#)), [Lincoln Financial Group](#), [Aerotek/ TEKsystems](#) (operating companies of [Allegis Group](#)), [3M](#), [American Accounting Association](#), [The Hershey Company](#), [VMware](#), [Academy of Management](#) and [NASBA](#).

To view The PhD Project 20th anniversary video, visit:

<https://www.youtube.com/watch?v=OC3YsVKY3ji&list=UUB7TSQPGvYfL3Qai1Ura4jg>.

For more information, visit: <http://www.phdproject.org> or contact Lisa King at 646-234-5080 or lisak@mediainpact.biz.

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