



# Difference Matters: Communicating Social Identity

*Brenda J. Allen*

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# Difference Matters: Communicating Social Identity

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## **Difference Matters: Communicating Social Identity** Brenda J. Allen

Many types of organizations recognize that they need to consider diverse groups to be competitive and achieve success. Dealing effectively with difference and embracing it as a positive force, rather than something to be shunned or feared, can help organizations achieve their goals. There are no clear-cut prescriptions for addressing issues related to difference, but Allen's innovative, interactive, approach to presenting matters of difference clearly spells out how constructions of social identities have impacted members of dominant and nondominant groups. Allen's exploration of social identity categories and how discourse has affected our perceptions of others, and her focus on organizations to illustrate her points, opens the door to understanding and valuing difference as a positive, enriching feature of society. This text is very user-friendly and includes questions at the end of each chapter to stimulate reflection, critical thinking, recognition, and an awareness of possibilities for change.

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