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Local Author Wins National Book Award

*Dr. Jarik Conrad has been awarded the UnityFirst National Salute to World Class Excellence Award for **The Fragile Mind**.*

FOR IMMEDIATE RELEASE

(JACKSONVILLE, Fla.) – October 20, 2008 – UnityFirst, a trusted diversity newswire and online multicultural magazine, has awarded Dr. Jarik Conrad its National Salute to World Class Excellence Award for his new book, ***The Fragile Mind: How It Has Produced and Unwittingly Perpetuates America's Tragic Disparities*** ([published by AuthorHouse](#)).

Combining real-life experiences with meticulous research, Dr. Conrad presents a discussion of the complexity of race relations, looking to shed light on common traps in which people from different backgrounds find themselves. Conrad illustrates his arguments with examples from his real-life experiences growing up in an impoverished East St. Louis neighborhood. "Without figuring out how to engage people of color who are falling by the wayside, America may be a competitive afterthought on the global landscape in the not so distant future," he warns. He writes:

I have written this book to help elected officials, business leaders, policymakers, educators and nonprofit leaders to understand these complexities and avoid the common traps that people can fall victim to when making decisions regarding the people they serve from culturally different backgrounds than their own. The approach presented in these pages consists of a radically new perspective that relies on what science tells us about our brains – their tremendous potential, and their fragility.

The UnityFirst award is the first for the book, which was published in July. According to UnityFirst publisher Janine Fondon, the purpose of the award is to recognize "role models who have taken diversity, leadership and inclusion to the next level of success by changing communities, corporations, institutions and in some cases the marketplace for the better." More information about UnityFirst may be found at www.unityfirst.com/index.htm.

Dr. Jarik Conrad is a speaker, coach, consultant, and president of The Conrad Consulting Group, LLC. An expert on human dynamics, he delivers a rare blend of humor, passion, and uncommon insight to help individuals be more effective at work and at home. He earned his Ed.D. from the University of North Florida, dual master's degrees from Cornell University and his BA from the University of Illinois. For more information, visit www.conradconsultinggroup.com.

For a complimentary copy of this book for review, members of the media can contact the AuthorHouse Promotional Services Department by calling 888-728-8467 or emailing pressreleases@authorhouse.com. When requesting a review copy, please provide a street address.

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