1.2 The Six Concepts of Diversity

a) Demographic Diversity
   - Differences, similarities and tensions related to the presence of more than one form of a given demographic attribute

b) Behavioral Diversity
   - Differences, similarities and tensions related to a given behavioral dimension.

c) Diversity Management
   - the capability to make quality decisions in the midst of any related differences, similarities, tensions, and complexities.
   - Diversity management make any mixture work
1.5 Benefit of Diversity

- The strategic advantage given by promoting diversity within organization can be the impetus to make entrance into new markets and new customers that were previously inaccessible.
  - For example, Longo Toyota car dealership that has hired salespeople that speak various languages to serve their diverse client.