

Image in Appendix C

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To: reza.kazempour@mheducation.com <reza.kazempour@mheducation.com>

Reza,

I am reviewing the Chapter on Investments, Appendix C. I ran across a picture on page C-13 that at first confused me, and then disturbed me.

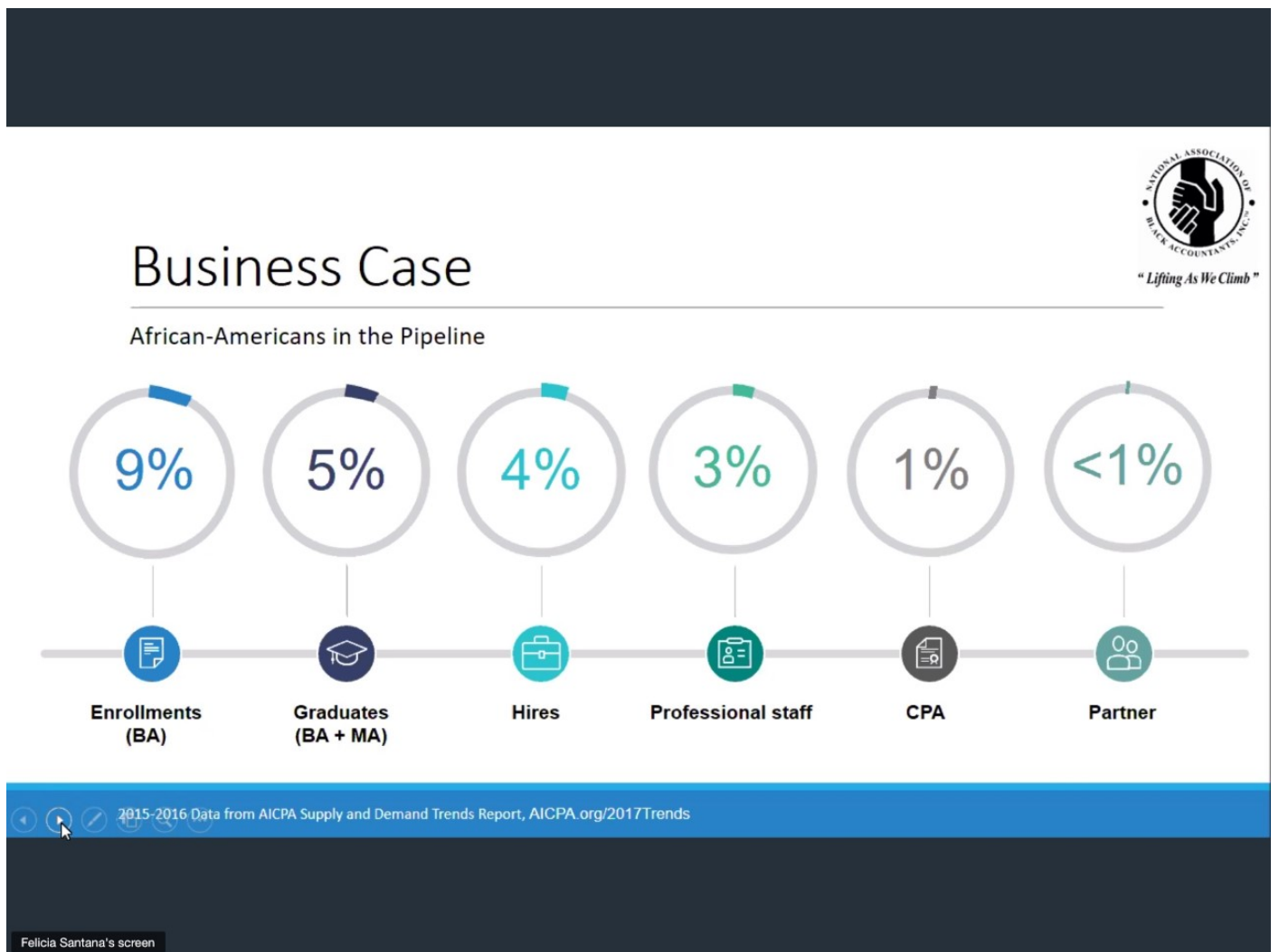
The picture shows three African Americans hanging out of a car, screaming in excitement. My first reaction is this is not a good representation of African Americans.

The image is next to a vignette about a company called Echoing Green, so I looked that company up and there is nothing in the image that represents that company. The vignette also refers to the company's president, Cheryl Dorsey, so I looked her up. I searched images and all I saw were pictures of a professional looking African American woman. At this point I became disturbed, and disgusted.

I would like to know why the authors and publishers of this book decided that an image of young black people reveling was an appropriate picture to place alongside a discussion of a company run by a Black woman.

Your thoughtful response is critical, and if you are unable to answer this question I would expect you to pass this question along to someone who can help me understand this.

Without going into too much detail about my professional and community activist resume, I am intimately involved in helping to increase the number of underrepresented ethnic groups who pursue careers in finance and accounting. The attached slide tells you why this is such an important issue to me.



Sent from my iPhone 7