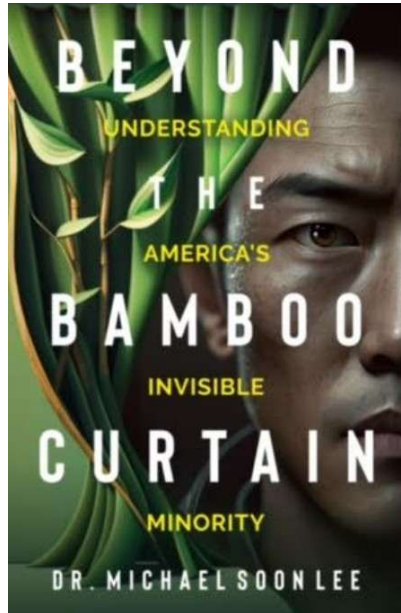


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**BEYOND THE BAMBOO CURTAIN:** Understanding America's Invisible Minority

By Dr. Michael Soon Lee

## Short Author Bio

Michael Soon Lee is an internationally recognized author, speaker, and expert in cross-cultural communication and negotiation. He has written ten books, including *Cross-Cultural Selling for Dummies* and *Black Belt Negotiating*, as well as his latest, *Beyond the Bamboo Curtain: Understanding America's Invisible Minority*, which explores the overlooked realities of Asian American life and challenges harmful stereotypes. Michael has delivered over 1,000 presentations worldwide to Fortune 100 and 500 companies such as Chevron, Boeing, and General Motors, and was the first Asian American to earn the Certified Speaking Professional designation from the National Speakers Association.

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## Long Author Bio

Michael Soon Lee is a globally sought-after keynote speaker, author, and authority on cross-cultural communication, diversity, and negotiation. He is the author of ten books, including the widely recognized *Cross-Cultural Selling for Dummies*, *Black Belt Negotiating*, and his latest work, *Beyond the Bamboo Curtain: Understanding America's Invisible Minority*.

In this powerful and informative book, Michael presents well-documented yet often overlooked facts that deepen understanding of the Asian American experience. Drawing from both research and personal insight, he shares how he overcame prejudice and discrimination to achieve success. The book sheds light on the rich diversity within Asian American communities—perspectives frequently absent from history books and media or distorted by stereotypes such as the “model minority” myth. By illuminating these realities, Michael aims to educate readers, challenge hidden biases, and help reduce anti-Asian sentiment and violence.

Michael holds a doctorate in business from Golden Gate University in San Francisco and a certificate in Diversity in Human Resources from Cornell University. Over the course of his career, he has delivered more than 1,000 presentations across the globe, working with top-tier Fortune 100 and 500 organizations such as Chevron, Boeing, and General Motors.

A trailblazer in his field, Michael became the first Asian American in history to earn the prestigious Certified Speaking Professional (CSP) designation from the National Speakers Association. Through his writing and speaking, he continues to help organizations and individuals better understand cultural differences, build stronger relationships, and succeed in an increasingly diverse and interconnected world.



## **BOOK DESCRIPTION**

*Beyond The Bamboo Curtain: Understanding America’s Invisible Minority* is a unique and informative book that provides well-documented but little-known facts that will give readers a deeper understanding of the cultural experience of Asians in America. Michael Soon Lee powerfully reveals how he overcame prejudice and discrimination to achieve success despite these obstacles. Shedding light on the diverse Asian American experience mostly absent from history books and the media...or distorted by stereotypes such as the myth of the “model minority,” this book illuminates the many facets of Asian Americans' lives, and strives to educate to help reduce violence and anti-Asian sentiment. This work is a must-read for those seeking to understand and shed hidden prejudices toward Asians in America who could be your boss, co-worker, or neighbor.

## **KEY THEME**

There is still a bamboo ceiling for Asian Americans and Pacific Islanders (AAPIs). They are the mostly highly educated group in the workplace yet least likely to be promoted because managers believe they aren't leadership material or don't need the increase in pay.

## **TALKING POINTS**

Asian Americans are misunderstood and stereotyped in the United States. They are called “inscrutable” or “unknowable” and believe that most AAPIs are foreign-born despite the fact almost half of AAPIs are born in America.

Americans tend to believe that AAPIs are not loyal to America. In 2022, one-third of Americans believed that Asians are more loyal to their country of origin than to the U.S.

Asian Americans are virtually invisible to most White Americans. 42% cannot name one living, prominent Asian American other than Jackie Chan who is from Hong Kong and Bruce Lee who has been dead since 1973.

When not invisible, Asian Americans are the victims of stereotypes in television and film. Asian men are believed to be good at math and technology but not good leaders despite the fact the multi-billion-dollar companies in Asia like Toyota and Samsung are led by Asians. On the other hand, Asian women are considered to be exotic and subservient to white men and not leaders.

One of the biggest personal and professional challenges that AAPIs face is answering the question of whether they are Asian or American, or both or neither? This can create stresses that few other groups in the country have to deal with. Unfortunately, Asian Americans are the least likely to seek professional mental health counseling as this would be considered a cultural failing.

In his book, Dr. Lee answers questions like:

- Why do so many AAPIs go into accounting and medicine
- How our culture uses shame to mold us
- Why Asians are reluctant to seek mental health care
- How our differences can be positive
- Why we need heroes and role models
- Why Asians are so focused on education

- How to embrace your differences and uniqueness as a superpower
- How to be recognized as a leader at work even if you're an introvert

Dr. Lee also devotes a great deal of space in his book discussing the myth of the model minority that AAPIs are subject to. This myth promotes the believe that Asians in America have become successful by working hard and not complaining about prejudice and discrimination. It has been used to try to get other groups to stop protesting about the injustices they have been subject to. This has pitted Asians against Hispanics and Blacks in the United States for decades.

## **REVIEWS**

I am in a Book Club and the selection for March was Beyond the Bamboo Curtain by Dr. Michael Lee. Since I was going to miss the meeting where the book was to be discussed I thought I would just skim the book for highlights. After one page I was immediately hooked on a very interesting story. It is about an Asian American boy growing up in the Bay Area and the challenges he faced both in school and later in the workplace. He overcame these barriers and had a very impressive and productive life. I talked so much about the book that my wife picked it up to read and concurred with my opinion. The book shows what is possible if you set high goals for yourself regardless of your background and never give up. I highly recommend reading this book. (William B.)

Beyond the Bamboo Curtain is a must read!

Dr. Michael Soon Lee does an exceptional job at telling his story of experiencing discrimination and prejudice towards him as an Asian American in the US. I can't imagine what that must have been like. My father and mother always taught me that God created us all equal, no matter what our race or color of skin. I am so impressed with all the challenges that Michael Soon Lee went through and Never gave up! I believe that this book brings a lot of insight to those who are not aware of how many Asian Americans are treated unfairly. When Dr. Lee interviewed Asian Actors it opened my eyes to the fact that many Asian Actors do not get the same opportunities as the White Actors do. I have so much respect for Dr. Lee and how much he has accomplished. He wrote 10 books, he earned a PHD in economics, was an Actor and Movie Producer, an International Speaker and Realtor. His story has inspired me and I believe it will inspire others. I highly recommend reading this book. (Kim P.)