

# Gini Graham Scott, Ph.D., J.D.

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[www.ginigrahamscott.com](http://www.ginigrahamscott.com) . [www.giniscott.com](http://www.giniscott.com) . [www.behaviorresearch.net](http://www.behaviorresearch.net)

## EDUCATION

California State University, East Bay, 2003-2005. M.A. Mass Communications and Organizational/Consumer/Audience Behavior. 4.0 GPA.

California State University, East Bay. 2001-2004. M.A. Anthropology. 4.0 GPA.

Merritt College, Oakland. Anthropology/Social Science, AA. 1999-2000.

Merritt College, Oakland. Certificate in Administration of Justice. 1996-1999.

University of San Francisco Law School, San Francisco. 1986-90. J.D.

University of California, Berkeley. 1979-82. Post-doctoral study in Anthropology.

University of California, Berkeley. 1973-76. Ph.D. Sociology.

University of Pennsylvania, Philadelphia. 1964-65. M.A. Sociology.

University of California, Berkeley. 1961-63. B.A. Sociology.

## TEACHING EXPERIENCE

- 1/1/99  
present      Part-Time Teaching at Universities and Career Colleges. For the University of Notre Dame and the Institute of Business and Technology (affiliated with Woodbury University): taught MBA and undergraduate classes on marketing, public relations, advertising, organizational behavior, management, business law, and the Internet. For the Investigative Career Program in San Francisco: taught classes on privacy, ethics, psychological profiling, and communications.
- 6/1/83  
present      Leading Seminars and Workshops. For various groups on these topics: group dynamics, management, conflict resolution, organizational behavior, work relationships, creativity, innovation, ethics, privacy, criminal justice. Video and workshop tape at [www.ginigrahamscott.com/videoaudio.htm](http://www.ginigrahamscott.com/videoaudio.htm).
- 3/10/04  
6/10/04      Part-Time Teaching Online Anthropology Class. For Cal State Hayward. Taught a class on Anthropology of the Modern World to 45 students, featuring online discussions of class material. Set up a Web site for the class at [www.behaviorresearch.net/amwclass.htm](http://www.behaviorresearch.net/amwclass.htm).
- 3/22/93  
5/25/93      Teaching Class on Ethnic Cultures and Violence in America. At the EF International School of English at Mills College, Oakland. Taught a class on ethnic cultures and violence in the U.S. to foreign students.
- 9/1/90  
11/30/90      Teaching Class on Everyday Law. Taught class on street law to high school students at Lincoln High School in San Francisco, as part of a teaching program while in law school.
- 1/29/79  
5/25/81      Lecturer. Sociology Department, Dominican College, San Rafael, CA. Taught classes on urbanization and urban sociology/anthropology.

2/1/80      Lecturer. (Assistant Professor Level). Sociology Department, San Francisco  
5/21/81      State University, San Francisco. Taught classes on deviance and the family.

1/1/78      Assistant Professor. West Georgia College, Carrollton, Georgia. Temporary  
6/15/78      replacement. Taught classes on community and lifestyles.

2/27/77      Lecturer. Sociology Department, Dominican College, San Rafael, CA.  
8/5/77      Taught classes on new religions.

## **ORGANIZATIONAL BEHAVIOR, MANAGEMENT, MARKETING, AND TRAINING**

7/1/01      Marketing, Advertising, and PR Campaigns for Various Products, Services,  
present      and Websites. Have set up programs and created marketing, advertising, and  
promotion for PublishersAndAgents.Net, ScreenplayWritersConnection.Com,  
Do You Look Like Your Dog.Com, PetSpeaker.Com, Heliflyer.com, and several  
other programs that have gained national exposure. Wrote book on marketing:  
*The Complete Idiot's Guide to Party Plan Selling* (Alpha Books).

3/1/92      Organizational Development and Management Training Consultant/Speaker.  
present      For various organizations, including Lawrence Livermore Laboratories and  
Experience Unlimited. For Lawrence Labs, helped design and present a program  
on Organizational Development, Leadership, and Creativity. For Experience  
Unlimited, organized a public relations department, designed an organizational  
development program, advised on organizational structure, and assessed  
membership interests through surveys and interviews.

1/1/87      Trainer, Workshop/Seminar Leader, Group Facilitator, Mediator and Writer on  
present      Conflict Resolution. Was a trainer and panelist for the Community Boards  
neighborhood dispute resolution program; participated in numerous trainings on  
conflict resolution techniques. Led workshops and seminars and spoke to  
numerous groups, including the Commonwealth Club in San Francisco. Author of  
several books in this field, including most recently *A Survival Guide for Working with  
Humans* and *A Survival Guide for Working with Bad Bosses* (AMACOM).

1/1/84      Consultant and Program Developer on Organizational Techniques. Have worked  
present      with individuals and companies nationally to help them set up an effective  
marketing program and organizational structure. Have developed and written  
training, organizational, and sales material. Clients have included: International  
Home Shopping (Cincinnati, Ohio); Response Concept Marketing (South Perth,  
Australia); Southern Pride (New Orleans, Louisiana); 21st Century Reality (San  
Diego, California); Sunrider Marketing Group (San Jose, California); etc.

4/1/82      Sales Group Organizer, Trainer, and Program Materials Developer for Direct  
1/1/87      Sales Techniques. Involved in marketing and creating several direct sales  
organizations. Organized several sales organizations in the travel field. Wrote 5  
books on sales and sales management published by various publishers. Prepared  
marketing and promotional materials, including marketing plans, reports, slide  
shows, and training manuals.

## WRITING EXPERIENCE

9/1/77  
present

Writing for Clients and Publications. Have written dozens of book proposals and articles for dozens of clients and publications on a wide variety of topics.

Recent projects include:

- Summarizing over 350 books on business management, leadership, and marketing for getAbstract.com;
- Writing articles on business, management, and marketing topics for Financial Finesse, HumanResources.com, Pet Business, other publications.
- Writing a syndicated column on improving relationships at work and in business, that was published in the *Oakland Tribune* and 10 other East Bay papers, the *Los Angeles Downtown News*, and other publications.
- Writing several books for clients on criminal justice and legal issues.
- Writing book proposals on relationships in business, customer service, and organizational leadership.
- Writing course outlines for 50 classes for an investigative career program.

1/1/80  
present

Author of Books on Social Issues, Relationships, Creativity, Other Topics

Published over 40 books on various topics with national publishers, including:

Social Issues, Popular Culture, Criminal Justice, and Legal Issues

CAN WE TALK? POWER & INFLUENCE OF TALK SHOWS (Plenum 1996)

THE POWER OF FANTASY (Birch Lane Press 1994)

MIND YOUR OWN BUSINESS: Battle for Personal Privacy (Insight 1995)

PRIVATE EYES (Paladin 1994, Citadel 1991)

YOU THE JURY: A Recovered Memory Case (Seven Locks 1996)

HOMICIDE BY THE RICH AND FAMOUS (Greenwood 2005)

HOMICIDE: 100 YEARS OF MURDER IN AMERICA (Roxbury Park 1998)

Conflict Resolution and Organizational Behavior

SURVIVAL GUIDE FOR MANAGING THE EMPLOYEE FROM HELL  
(AMACOM 2006)

SURVIVAL GUIDE FOR WORKING WITH BAD BOSSES (AMACOM 2005)

SURVIVAL GUIDE FOR WORKING WITH HUMANS! (AMACOM 2004)

WORK WITH ME! RESOLVING EVERYDAY CONFLICT IN YOUR  
ORGANIZATION (Davies-Black 2000)

RESOLVING CONFLICT (iUniverse 2006, New Harbinger 1990)

MAKING ETHICAL CHOICES (Paragon 1998)

THE TRUTH ABOUT LYING (iUniverse 2006, Smart Books 1994)

Marketing and Sales

COMPLETE IDIOT'S GUIDE TO PARTY PLAN SELLING (Alpha 2005)

BUILDING A WINNING SALES TEAM (Probus 1991)

SUCCESS IN MULTI-LEVEL MARKETING (Prentice-Hall 1991)

GET RICH IN MULTI-LEVEL SELLING (Self-Counsel 1989, 4<sup>th</sup> ed, 1996)

Creativity and Innovation

WHEN I GROW UP, I'D LIKE TO BE A STURGEON (Sasquatch 2006)

DO YOU LOOK LIKE YOUR DOG? (Broadway/Random House 2004)

THE EMPOWERED MIND (iUniverse 2006, Prentice Hall 1994)

MIND POWER (iUniverse, Prentice Hall 1987)

THE POWER OF FANTASY (Citadel 1994)

THE CREATIVE TRAVELER (Tudor 1989)

## ORGANIZATIONAL, ETHNOGRAPHIC, EVALUATION, AND CRIMINAL JUSTICE RESEARCH

- 1/1/99 present Conducted Ethnographic, Survey, and Organizational Research. Have done several extensive research projects involving ethnographic field work, surveys, and organizational analysis. The most recent projects are evaluation and survey research on Pro Arts, a non-profit organization of 1000 Bay Area artists, the Oakland police canine unit and vice squad, the U.S. pet industry, and a study of owners of different dog breeds. Prepared written reports and Power Point presentations on these topics. Examples at [www.behaviorresearch.net](http://www.behaviorresearch.net).
- 1/15/95  
5/1/99 Completed an Administration of Justice Certificate Program. Took part in a two-year program at Merritt College. Took courses, did research in crime and criminal justice, including participating in Oakland's Citizen Police Academy and doing a research study on Homicide Patterns and Investigations in Oakland, published by the Oakland Police and distributed to police and city officials.
- 9/1/90  
12/15/90 Investigative Researcher on Political Issues for Consumer Organization. Worked for Consumer's Union as an intern doing investigative research on several political issues, including a milk bill, banking, and insurance. Did research on other consumer organizations. Work included checking public records, contacting legislators and members of political action groups, reviewing bill histories, analyzing data, writing reports, etc.
- 5/15/89  
10/15/89 Law Clerk Intern in Criminal Justice Agencies. Worked as an intern during law school at the U.S. Attorney's Office in San Francisco for three months and at the San Francisco District Attorney's Office for two months. At the U.S. Attorney's Office handled my own case load in prosecuting and settling minor misdemeanors cases and assisted several attorneys in researching the legal background for other cases. At the District Attorney's Office mainly involved in clerical and administrative support activities.
- 1/1/89 present Investigative Research for Private Investigators. Worked with investigators Sam Brown and Dee Moody doing investigative research on a part-time basis. Work included interviewing, checking public records, taking photographs, etc.
- 9/1/77 12/31/80 Proposal Writer and Researcher on Government Projects. Worked for Corporate and Urban Design Associates in Berkeley, California researching, developing and writing proposals on learning systems, citizen attitudes, city services, youth programs, medical training, and energy. Also, a researcher for a funded project evaluating mental retardation programs for the President's Commission on Mental Retardation. Work included site visits, interviewing, writing reports.
- 6/1/75 11/1/77 Evaluation Researcher and Project Director for Criminal Justice Projects. Worked for the Contra Costa Criminal Justice Agency, Concord, California on several projects funded by the Law Enforcement Administration Act. Evaluated projects on probation, police, and crime prevention, using quantitative, qualitative, and process approaches. Wrote reports and training film scripts.

## **MARKETING, SALES, AND SALES MANAGEMENT EXPERIENCE**

- 1/1/03 present Web-Based Business Founder/Creative and PR Director. Set up several Web businesses that connect writers with publishers, agents, film producers, and film agents, entrepreneurs with venture capitalists, and songwriters with music publishers and record producers. Publishers And Agents and Screenplay Writers Connection have operated for over 3 years with over 500 clients; the Venture Capital Connection, Songwriting Connection, News Media Connection and Business Connection have recently been launched. Created Web site, supervised employees doing database entry, handled marketing and promotion.
- 11/22/65 Market Research Project Director. Analyst. Writer. Worked for Foote, Cone & Belding Advertising, New York and San Francisco. Designed, implemented, and 4/19/68; analyzed quantitative and qualitative research; wrote reports and proposals; did 12/31/79 1/1/70 interviewing; led group sessions; supervised interviewers and suppliers. Also, freelance quantitative and qualitative research for Lennen & Newell; Nova Research, and the San Francisco Study Center. Analyzed data, wrote reports.
- 4/1/68 Designing and Marketing Games: Consultant on Game Design & Development. 1/1/93 Involved in game design, production, marketing, promotion, public relations, consulting. Over 2 dozen commercial and educational games marketed. Worked with major companies including Hasbro Industries, Pressman Toy, Mag-Nif. Built up an association of game inventors and players -- the American Games Association -- to over 500 members. Led workshops on game design and marketing. Made presentations to manufacturers. One of these games was GLASNOST: THE GAME OF SOVIET-AMERICAN PEACE AND DIPLOMACY, originally published by the John Hansen Company in 1988, and translated into German and Russian editions. Over 100,000 sold in the USSR.
- 1/1/87 Project Coordinator for Product and Package Design in Games and Toy Field. 12/15/88 Designed several lines of dolls and characters, working with artists and doll designers. Set up licensing with manufacturers. Coordinated package design for the GLASNOST game which won an International Clio Award for packaging in 1989. Set up national promotion, marketing, and national media coverage.

## **COMMUNICATIONS, MEDIA, FILM, AND PHOTOGRAPHY EXPERIENCE**

- 1/1/80 present Guest on Television and Radio Talk Shows. Have been featured on various television and radio talk shows to talk about the topics in some of my books, and most recently on conflict resolution and ethics. Programs have included appearances on Good Morning America, Oprah Winfrey, Montel Williams, CNN Talk Back Live, etc.
- 1/1/62 present Photography for Various Projects. Took photographs in conjunction with writing, research, games, and marketing projects. Prepared color slide presentations. Photos published in books, calendars, newspapers, magazines. Took half the photos for the book *Do You Look Like Your Dog* published by Random House in 2004; photos selected in juried Pro Arts Show in 2003. Sample photos on my Web site at [www.artsandphotos.com](http://www.artsandphotos.com).

- 4/1/91 Radio Talk Show Host. Have been the host of an interview program called
- 9/1/93 CHANGEMAKERS on social issues and trends, focusing especially on business, law and society, lifestyles, and new technologies. It aired weekly on KUSF-FM in San Francisco and was broadcast internationally on short wave radio to over 100,000 listeners in 70 countries, while on the air.
- 5/7/74 Radio Talk Show Host on Business Topics. Hosted program for KPFA in
- 7/1/83 Berkeley, California on the games industry and other topics. Hosted program for KEST, San Francisco on success in direct sales marketing.