

New Orleans Managing Partner Shares Tips to Retailers on Preventing Discrimination

News

1.11.19

No retailer wants the reputation of treating customers differently on account of race or other protected categories, such as gender or religion. In a country with an increasingly diverse population of consumers, becoming known as a store that treats minority customers poorly is a surefire way to lose business. In a bylined article for *Law360*, New Orleans Regional Managing Partner [Ed Harold](#) discusses how retailers can avoid discrimination claims from clients and customers. In his article, Harold states, “Just as important as training employees is having a thorough process for responding to complaints. When a customer makes a discrimination complaint, three critical events need to occur: understanding, investigation and follow through.”

To read the full article, visit [Law360](#).

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