



Black Business Secrets: 500 Tips, Strategies, and Resources for the African American Entrepreneur

Dante Lee

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"Should I lower my price point? Give my new product away for free online? How do I compete when my goods, services, or business model might be duplicated? In this candid, 21st-century-savvy guide, Dante Lee illustrates how passion can become profit by addressing the questions that every businessperson needs to ask. Black Business Secrets discusses the entrepreneurial skills that African-American business owners must master in order to compete in a world where most new companies fail within three years. Whether you're a weekend entrepreneur or a career-changing professional, Lee's motto "don't be a worrier, be a warrior" - applies. From personal branding to best practices, this empowering blueprint offers surefire tips and strategies designed to ensure business survival and success.

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