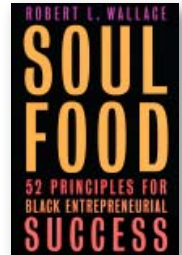


August 16, 2004

“The Power of Your Reputation Can Be A Tangible Business Strategy” is the title of an article in this month’s (August 2004) edition of *Black Enterprise* magazine, written by Robert Wallace, and featuring his book, **Soul Food: 52 Principles for Black Entrepreneurial Success.**



The article showcases one of the first principles discussed in the book, which is “Leveraging the Gratitude Principle”. In this chapter, Robert Wallace eloquently expresses the story of a young woman named Karen who elevates herself above life’s challenges to eventually start her own business, largely due to her uncompromising legacy of kindness and respect for others. Her story teaches us that kindness and a positive attitude are assets we should value more than our business’ bottom line, and these virtues are as valuable to an entrepreneur as having an excellent product or service.

In this book, Robert Wallace recognizes the challenges all entrepreneurs face, and offers lessons of wisdom to leverage the positive and negative forces that business owners of all types encounter during the journey.

Whether you are black, white, hispanic, asian, man or woman, an entrepreneur or wanting to learn how to foster the development of the “intrapreneur” spirit of your company, Robert Wallace will touch your life and help you understand how to aim high and reach your goals no matter what obstacles are in your path.

Robert Wallace is teach corporate America how to do better business with minority and women-owned businesses. His aspiring personal story has brought him invitations to speak internationally, including an invitation to deliver the commencement address at the University of Eastern Africa at Baraton, Kenya.

For more information on this book and other publications written by Robert Wallace, please visit: www.robertwallace.com.

HEADQUARTERS

9151 Rumsey Road

Suite 150

Columbia, MD 21045

410.730.0077 (ph)

410.730.2410 (fax)

www.bithgroup.com

