

BLACK ENTERPRISE

Mixing The Right Ingredients

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Reading about the errors, tried-and-true practice, laid back mentality, or take-no-prisoners attitudes of other entrepreneurs—novice and experienced alike—serves as a road map for choosing our own way of doing business. The lessons learned become our motivation to forge ahead and bring home winning results.

Such is the case with *Soul Food: 52 Principles for Black Entrepreneurial Success* by Robert L. Wallace (Perseus Books Group). In this book, Wallace, a successful business consultant and chairman and CEO of Maryland-based BiTH Technologies Inc., shares the real-life stories of 52 minority entrepreneurs in a language we can all understand.

Breaking down the entrepreneurial process into four phases, Principles of Entrepreneurship Preparation (Part One), Principles of Building Entrepreneurial Success (Part Two), Principles of Entrepreneurial Maintenance (Part Three), and Principles of Self-Actualization (Part Four), he details situations where blacks and other minority entrepreneurs faced race and gender discrimination, appearance versus substance issues, job demotion, and going outside of the comfort zone. In addition, Wallace provides us with points of “wisdom to take away” at the conclusion of each passage. *Soul Food* is ideal reading for those contemplating the entrepreneurial route, those presently on the path, or those who want to get back in gear.

—Feona S. Huff

