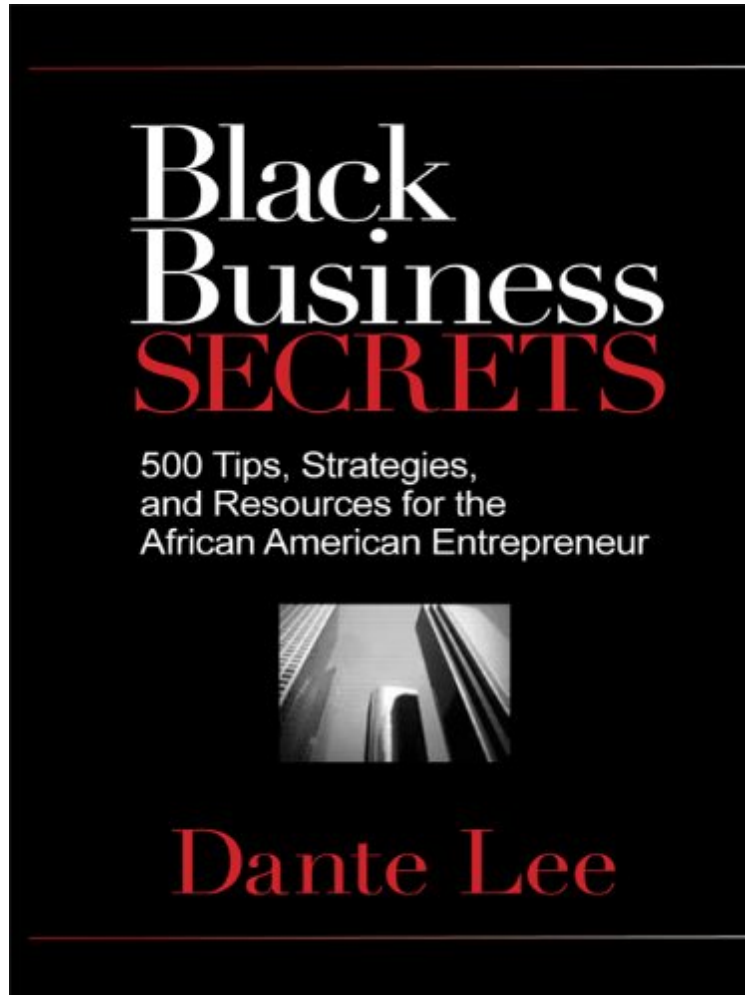


Black Business Secrets

Dante Lee

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Dante Lee : Black Business Secrets before purchasing it in order to gage whether or not it would be worth my time, and all praised Black Business Secrets:

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ldquo;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?rdquo; 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 yoursquo;re a weekend entrepreneur or a career-changing professional, Leersquo;s motto;ldquo;donrsquo;t be a worrier, be a warriorrdquo;mdash;applies. From personal branding to best practices, this empowering blueprint offers surefire tips and strategies designed to ensure business survival and success.

About the AuthorDante Lee is the 28-year-old president and CEO of Diversity City Media, an African-American marketing and public-relations firm based in Columbus, Ohio. Founded in 2000, this award-winning company;known for its marquee online businesses BlackNews.com, BlackStudents.com, and BlackPR.com;helps clients from corporations to start-ups penetrate the African-American consumer market. A respected motivational speaker and diversity consultant, Lee is the cofounder of Lee Moss Media, whose social-networking properties, including HBCU.com, BlackWomenConnect.com, and BlackInAmerica.com, collectively attract over two million African-American visitors each month. Recognized by top media outlets MSNBC, CNN, Fox News, and Black Enterprise, Lee is showcased in Ebonyrsquo;s 2010 Young Entrepreneurs list.