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Titolo	Thriving as a minority-owned business in corporate America : building a pathway to success for minority entrepreneurs // William Michael Cunningham
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Nota di contenuto	Chapter 1: Minority Business Now -- Chapter 2: The State of Minority Business -- Chapter 3: Selected Laws, Programs, and Regulations -- Chapter 4: Public Sector Institutions -- Chapter 5: Business Networking -- Chapter 6: Money: Digital Payment Services, Credit, Banks, Venture Capital and Other Resources -- Chapter 7: New Perspectives from Black and Brown Entrepreneurs -- Chapter 8: What Now? Our Perspective -- 9: Corporate Pledges to Black Lives Matter.
Sommario/riassunto	The dramatic increase in minority- and female-owned companies continues to transform the business world while setting standards for those who follow. Thriving as a Minority-Owned Business in Corporate America offers you a comprehensive guide to current practical knowledge of minority business development, from grants and loans to market building. This book demonstrates how you can use specific laws, institutions, and new technologies to set up and steer your business to success. Expert coverage includes both established and underused resources at the federal, state, and local levels dedicated to minority business expansion. You will learn how to tap resources made available by government agencies like the Minority Business Development Agency (MBDA) and programs such as the Offices of Minority and Women Inclusion (OMWI). Non-governmental funding

sources (e.g., banks, credit unions, venture capital) are also examined in depth, with sound advice on approaching each. The author explores the critical role of social media in leveling the playing field, spotlighting minority/female business-related sites and strategies for leveraging your online presence. And he provides real-world guidance on business certifications, tax breaks, credit issues, and more. Whether you're in start-up or expansion mode, after reading this book, you will have the know-how needed to seize the opportunity and succeed with your enterprise.

What You Will Learn

- Discover unused and unrecognized resources at the federal, state, and local level set up specifically for minority business
- See the difference between banks, thrifts, credit unions, angel investors, and venture capital, and how to approach each
- Use social media in support of minority business development goals
- Examine social media sites and trends: current and relevant minority business related social media sites and trends

Who This Book is For

Anyone: Asian, Hispanic, women, Black or White who wants authentic, impactful information on creating or supporting minority-owned businesses.
