

The book I decided to review for the course Entrepreneurship 101, during my time at Jackson College, was titled *The 8 Qualities of the EXCEPTIONAL Black Woman in Business & Entrepreneurship*, written by Michelle S. Thomas. I thoroughly searched for the perfect book to represent this particularly important assignment, and I'm utmost pleased to have been fortunate enough to discover this one.

Upon initial inspection of the list containing various books that we could potentially review, I found that many of the names sounded like older Caucasian males, with little to no personal relevance to myself. I've read many of these types of literary pieces, however, I feel it is sometimes more efficient to seek guidance from someone with a similar demographic.

For this, I was grateful to also have had the option to do my own research and find an entirely separate book that the professor would approve. This allowed me to find something more relatable and relevant to my own life and venture, being a black woman. Among the several books I could have potentially reviewed, found on Amazon, this one spoke to me for the simple fact the word 'exceptional' was capitalized within the title. Something about that powerful essence gave me hope for what I could learn while reading.

The topics covered within this book ranged from functional economic terms such as 'cash flow' and 'gross domestic product' to personal terms and tactics such as meditation, exercise, and drinking a healthy amount of water. Additionally, the book includes stories from dozens of black women across the nation who have dealt with immense struggles such as poverty, abuse, and various forms of assault, who were able to create a beautiful life for themselves by becoming a powerful and dedicated entrepreneur.

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The first topic I would like to touch on is the vocabulary chart displayed on pages 33-36 of the text, which lists financial terms that every entrepreneur should be familiar with to be successful. (If anyone would like pictures of the chart please feel free to ask!) The terms listed with their corresponding definitions included; Net Operating Income (NOI), Net Operating Loss (NOL), Debt-Service Coverage Ratio (DSCR), Accrual Method, Cash Flow Statement, Liquidity, Return on Investment (ROI), Invoice, Controllable Cost, Non-Controllable Cost, Bill of Lading, Earnings Before Incomes, Taxes, Depreciation, and Amortization (EBITDA), Just in Time (JIT), Budget, General Ledger (GL), Profit & Loss Statement (P&L), Pro Forma, Triple Bottom Line (TBL), Year Over Year Calculations (YOY), Year to Date (YTD), Month over Month (MOM), Cost of Goods (COG), Write Off, and perhaps most importantly, Working Capital.

I completely agree with the author when considering the importance of understanding the meanings of each of these terms, and I truly understand how critical each is to the success of a business. Furthermore, it was organized neatly and easy to read allowing the information to be effectively conveyed.

The next topic I would like to discuss is the many historical facts the author ties into the text to support her current words. The author goes into detail about many historical obstacles that have been overcome, as well as those hoops that are yet to be jumped through.

In 1964, the Civil Rights Act was passed, allowing minorities to enter any public spaces and (in theory) no longer be discriminated against or persecuted simply for being brown. This

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expanded to many black entrepreneurs finally having the resources and rights to sell to other races and the right to own and operate their businesses the way they wanted.

Furthermore, the author goes into tremendous detail about several powerful black women of history (Sojourner Truth, Harriet Tubman, Ida B. Wells, Mary Church Terrell, Rosa Park, Ruby Bridges, Octavia Butler, and so on), she also goes into ample detail about powerful black women amongst our current society (Oprah Winfrey, Michelle Obama, Kamala Harris, Amanda Gorman, and so on), as well as segments about several powerful black women who made historical impacts on the women's rights movements of the 60s and 70s, and those who broke barriers and became a 'first ever black woman...' for various political, television, beauty, movies, and activism positions (Beverly Johnson, Mary Bush Wilson, Alberta Williams King, Barbara Jordan, Janie L. Mines, Jill Brown, Hazel Winifred Johnson, and so on).

Essentially, the overall topic of the book is the 8 qualities themselves, with numerous mini topics squeezed between. The 8 qualities of the exceptional black woman in business and entrepreneurship in themselves include Advocate, Authentic, Faithful, Fierce, Influential, Resilient, Strong, and Versatile. These qualities can mean various things and be related to an even larger number of situations. Although this book is targeted at powerful black women, determined to break barriers, and move mountains, these 8 words will be beneficial to any individual going into business and entrepreneurship.

I strongly recommend this book specifically to any young black woman who has a passion and determination to begin a business venture in this everchanging, yet consistently unfair, world. I also recommend this book to just about anybody in hopes of starting a business,

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strengthening their professional standing, or furthering their career in general. There are multiple facts scattered throughout the text giving specifics about strong black women throughout history, black Americans, and their path to gaining rights, and the journey of small businesses as a whole.

Again, the stories included, hold several key points that I believe many struggling black female entrepreneurs could relate to. Conclusively I must say this book has made me even more inclined to begin my venture and follow in the footsteps of the strong black women who came before me. I believe that it is my due diligence to pave the way for the younger generations to come, as well as never give up the fight that my ancestors started not only in the business world but in life itself.

This book was not only educational but extremely personal. Nonetheless, your venture will fail without a little personability, and typically you cannot learn from something you do not relate to.

Chronicles of AP

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