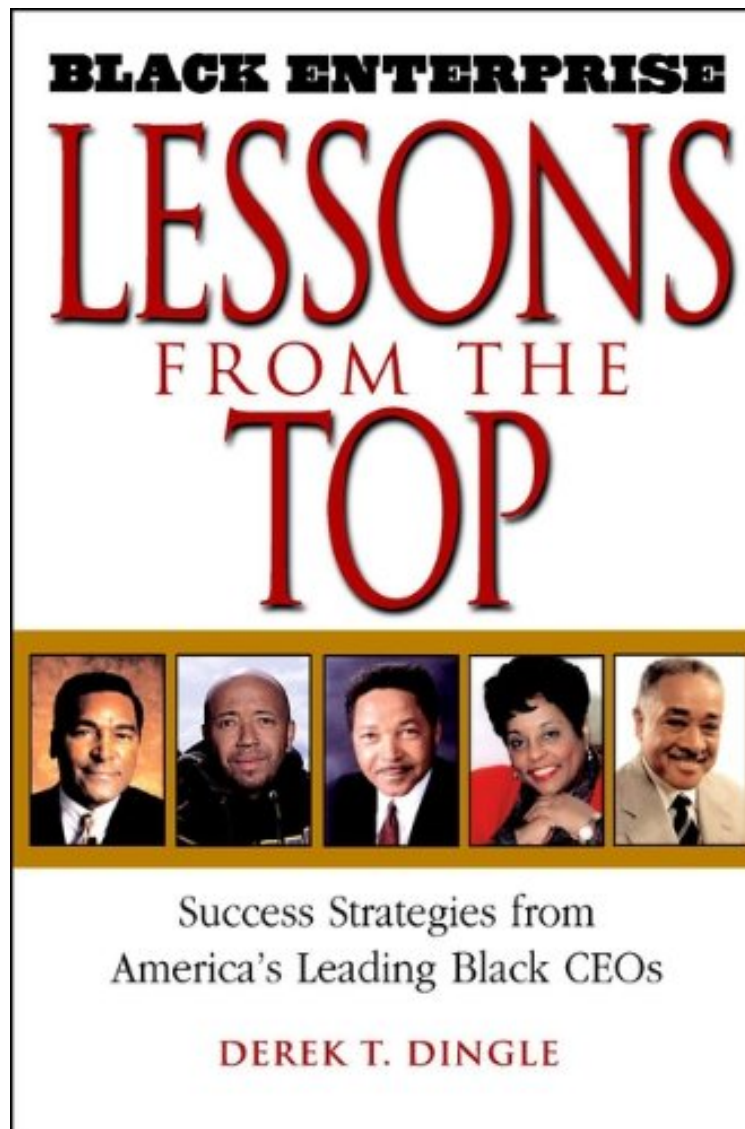


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Black Enterprise Lessons from the Top: Success Strategies from America's Leading Black CEOs

Derek T. Dingle

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PRAISE FOR LESSONS FROM THE TOP "[Lessons from the Top] challenges the vintage profile of the entrepreneur by showcasing the impressive and dynamic careers of African American executives who surmounted social, economic, and political barriers to gain their deserved place in today's world of the business elite." -Kweisi Mfume, President and CEO, NAACP "[Lessons from the Top] aptly documents the achievements of African American entrepreneurs who embody the legacy of the twentieth century and the hope of the twenty-first century. The principles espoused by these esteemed business leaders are essential to the future of the civil rights movement as we prepare our children for self-reliance and our adults for economic self-sufficiency in the next century." -Hugh B. Price, President, National Urban League Lessons from the Top profiles eleven of the most powerful and influential CEOs of the nation's largest black-owned businesses across a broad cross section of industries. These compelling and motivating stories of personal triumph and business success will surely light the way for the next generation of great African American business leaders. Don H. Barden * Emma C. Chappell * Mel Farr Sr. * Charles H. James III * John H. Johnson * Robert L. Johnson * Byron E. Lewis * Herman J. Russell * Russell Simmons * Clarence O. Smith * Percy E. Sutton

.com During the past quarter century, Black Enterprise magazine has been authoritatively chronicling the prime movers and shakers among African American entrepreneurs while annually ranking their top companies in numerous categories. Now, in Black Enterprise Titans of the B.E. 100s, editor-at-large Derek T. Dingle looks more closely at the 11 individuals who operate America's very largest black-owned firms. Among them are the well-known, such as Jet and Ebony magazine founder John H. Johnson and Black Entertainment Television creator Robert L. Johnson, along with the not-so-well-known, such as auto dealer and former NFL star Mel Farr Sr. and "People's Banker" Emma C. Chappell. Touching upon an array of industries--ranging from media and music to food processing and construction--it presents these "passionate, proud and persevering" men (and one woman) in illuminating profiles that benefit from the magazine's long-range perspective. They show how both established and emerging leaders have used "imagination and drive" to battle "a lack of capital, diminished access, and outright racism" and still succeed on such a grand level. Additionally, they introduce these formidable corporate figures to a broader audience that in the future will also benefit from their experiences. --Howard RothmanFrom the Inside FlapTitans of the B.E. 100s Black CEOs Who Redefined and Conquered American Business "Money has no color. If you can build a better mousetrap, it won't matter whether you're black or white. People will buy it." mdash;A. G. Gaston, Black Enterprise's 1992 Entrepreneur of the Century For more than 25 years, Black Enterprise, the premier African American business magazine, has ranked and chronicled the B.E. 100s'its exclusive listing of the nation's top-grossing, black-owned businesses. Generating more than \$14 billion in annual revenue and employing more than 55,000 people, these companies represent a vibrant and often overlooked segment of the American economy. Their CEOs, among the wealthiest and most powerful players in the black business community, have been the vanguard of an entrepreneurial revolution. They achieved greatness despite a lack of capital, diminished access, and even outright racism, using their imagination and drive to seize opportunities and break through barriers. First in the new Black Enterprise series, Titans of the B.E. 100s profiles eleven of these remarkable leaders of the largest black-owned businesses. Covering a broad cross-section of companies and industries, this compelling book features both today's emerging entrepreneurs and the established CEOs, revealing the secrets of how they beat the odds and the hard truths about the myriad challenges they've faced. No other book brings together so many contemporary black business success stories. Through in-depth, first-person interviews, you'll meet the titans who started their companies from the ground up and were relentless in doing so; who filled a void in the consumer market and, in turn, revolutionized whole industries; and who love the companies that they run and are energized by new ventures. Each chapter profiles a different business legend: From John H. Johnson, founder of Ebony and Jet magazines; to Herman J. Russell, who used \$125 to create the nation's largest black-owned construction firm; to Emma C. Chappell, the People's Banker, who launched the United Bank of Philadelphia; to Robert L. Johnson, who created Black Entertainment Television and then transformed BET Holdings, Inc. from a single cable network to an entertainment monolith that became the first black-owned business listed on the New York Stock Exchange. Inspiring and motivating, Titans of the B.E. 100s will introduce you to an incredible group of men and women who made a profound impact upon global business, symbolizing a spectacular realization of the American

Dream. From the Back Cover "Money has no color. If you can build a better mousetrap, it won't matter whether you're black or white. People will buy it." —A. G. Gaston Black Enterprise's 1992 Entrepreneur of the Century. For more than 25 years, Black Enterprise, the premier African American business magazine, has ranked and chronicled the B.E. 100s—its exclusive listing of the nation's top-grossing, black-owned businesses. Generating more than \$14 billion in annual revenue and employing more than 55,000 people, these companies represent a vibrant and often overlooked segment of the American economy. Their CEOs, among the wealthiest and most powerful players in the black business community, have been the vanguard of an entrepreneurial revolution. They achieved greatness despite a lack of capital, diminished access, and even outright racism, using their imagination and drive to seize opportunities and break through barriers. First in the new Black Enterprise series, Titans of the B.E. 100s profiles eleven of these remarkable leaders of the largest black-owned businesses. Covering a broad cross-section of companies and industries, this compelling book features both today's emerging entrepreneurs and the established CEOs, revealing the secrets of how they beat the odds and the hard truths about the myriad challenges they've faced. No other book brings together so many contemporary black business success stories. Through in-depth, first-person interviews, you'll meet the titans who started their companies from the ground up and were relentless in doing so; who filled a void in the consumer market and, in turn, revolutionized whole industries; and who love the companies that they run and are energized by new ventures. Each chapter profiles a different business legend: From John H. Johnson, founder of Ebony and Jet magazines; to Herman J. Russell, who used \$125 to create the nation's largest black-owned construction firm; to Emma C. Chappell, the People's Banker, who launched the United Bank of Philadelphia; to Robert L. Johnson, who created Black Entertainment Television and then transformed BET Holdings, Inc. from a single cable network to an entertainment monolith that became the first black-owned business listed on the New York Stock Exchange. Inspiring and motivating, Titans of the B.E. 100s will introduce you to an incredible group of men and women who made a profound impact upon global business, symbolizing a spectacular realization of the American Dream. Praise for TITANS OF the B.E. 100s. "Titans of the B.E. 100s challenges the vintage profile of the entrepreneur by showcasing the impressive and dynamic careers of African American executives who surmounted social, economic, and political barriers to gain their deserved place in today's world of the business elite." —Kweisi Mfume, President and CEO, NAACP. "Titans of the B.E. 100s aptly documents the achievements of African American entrepreneurs who embody the legacy of the twentieth century and the hope of the twenty-first century. The principles espoused by these esteemed business leaders are essential to the future of the civil rights movement as we prepare our children for self-reliance and our adults for economic self-sufficiency in the next century." —Hugh B. Price, President, National Urban League. The intriguing profiles in this book tell the stories of a group of people who started with nothing and went straight to the top, overcoming obstacles with tenacity, ingenuity, and sheer bravery: Don H. Barden Emma C. Chappell Mel Farr Sr. Charles H. James III John H. Johnson Robert L. Johnson Byron E. Lewis Herman J. Russell Russell Simmons Clarence O. Smith Percy E. Sutton.