

# What Is the Color of Opportunity?

## New Realities at the Crossroads of Business and Race

### Description of the Book

*What Is the Color of Opportunity* is an engaging book that guides us around the next corner of minority business development. Based on over three years of research and experience, the book is even more candid, authentic and practical than its predecessors. The very concept of minority business development is at a cross road and the content of this book is surrounded by that reality. It challenges all of us to rethink our role, our strategies and most of all our expectations. *What Is the Color of Opportunity*, boldly gets to the heart of the real issues and provides practical and proven solutions.

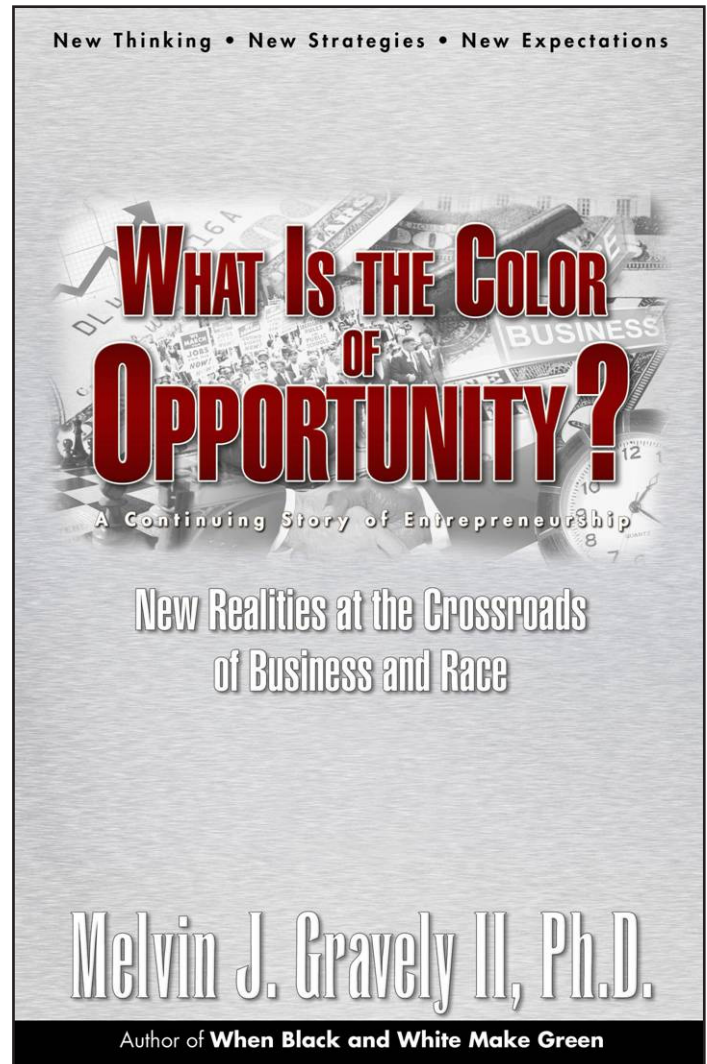
### Book Overview

*What Is the Color of Opportunity* stands at the crossroad of minority business and takes the reader to the heart of the issues. The book confronts the tough issues and delivers the messages on everyone's mind but that are often too sensitive to discuss. Including:

- What are the six "thorny" realities facing major buying organizations?
- What do we really mean by capacity building?
- What are the new drivers of minority business opportunity?
- What are the tangible differences between interest and commitment?
- Which few specific actions for minority businesses matter more than any others?
- What is the one business trend guiding most business opportunity?
- Why spending goals are slowing our progress.
- What are the new measures of success in minority business development?



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