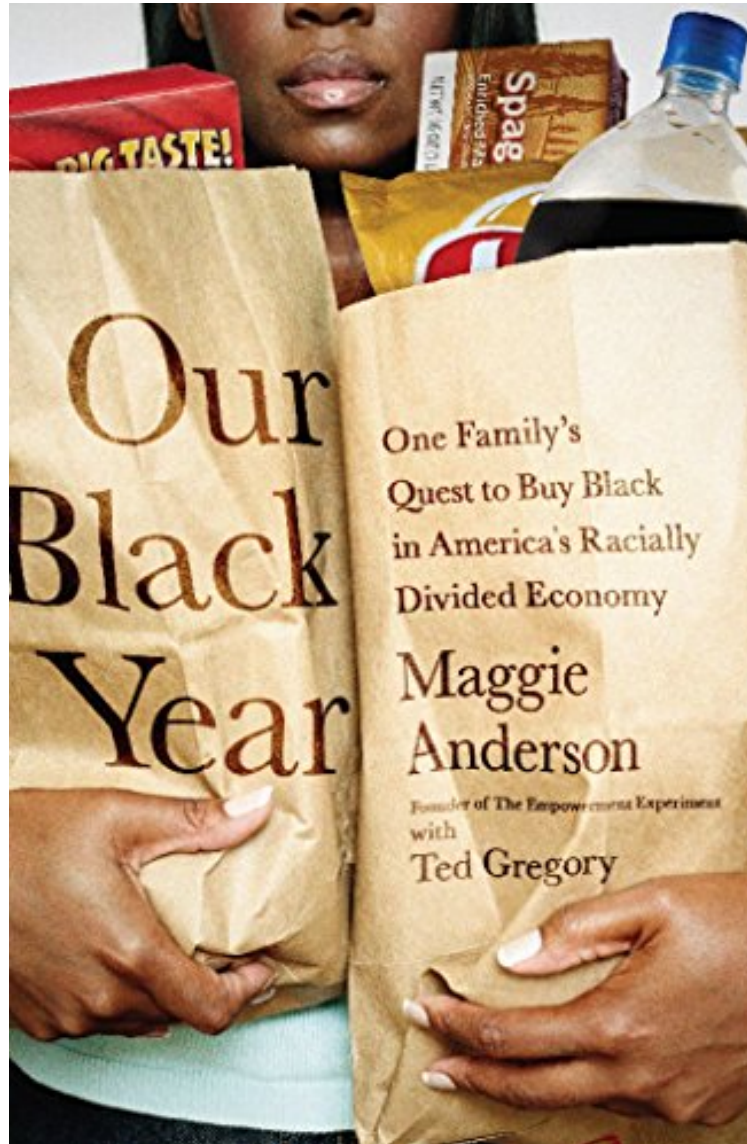


[Get free] Our Black Year: One Family's Quest to Buy Black in America's Racially Divided Economy

Our Black Year: One Family's Quest to Buy Black in America's Racially Divided Economy

Maggie Anderson

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Maggie Anderson : Our Black Year: One Family's Quest to Buy Black in America's Racially Divided Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised Our Black Year: One Family's Quest to Buy Black in America's Racially Divided Economy:

2 of 2 people found the following review helpful. Wake Up!By Kim ParkerThis book really opened my eyes. Yes I have been blessed financially but I have not been supporting my community. When I drive around now, I look at the

businesses in black and brown communities and wonder if they are black owned. I also pay more attention to where I am spending my money and the people don't look like me but I do like their service. So with that I will strive to seek out black businesses while shopping and supporting others that I have grown to love. This book was an eye opener. 5 of 5 people found the following review helpful. thought provoking, eye-opening
By Tory
It is interesting what happens when you try to live your principals because you find out that it is not as easy as it might seem and more. In Anderson's case a casualty of the limited desegregation we have managed to achieve has been black businesses and entrepreneurship. To be sure there are plenty of the latter, but not in markets for the average consumer, e.g. grocery stores, restaurants, retail and the like. Bottom line: contrary to urban legend, populations that have been systematically disadvantaged for generations can't just Horatio Alger their way into the middle class, even if a critical mass of consumers tried to make it so. There are many structural impediments that militate against this and Anderson well illustrates them here.
1 of 1 people found the following review helpful. More conscious about my spending
By AC
Because I read this book, I am now more conscious about how I spend my dollars. I now make a conscious effort to take a portion of my earnings and spend it within my own community. If more people did this we could solve our own economic problems and not have to beg other people for financial resources.

Maggie and John Anderson were successful African American professionals raising two daughters in a tony suburb of Chicago. But they felt uneasy over their good fortune. Most African Americans live in economically starved neighborhoods. Black wealth is about one tenth of white wealth, and black businesses lag behind businesses of all other racial groups in every measure of success. One problem is that black consumers--unlike consumers of other ethnicities-- choose not to support black-owned businesses. At the same time, most of the businesses in their communities are owned by outsiders. On January 1, 2009 the Andersons embarked on a year-long public pledge to "buy black." They thought that by taking a stand, the black community would be mobilized to exert its economic might. They thought that by exposing the issues, Americans of all races would see that economically empowering black neighborhoods benefits society as a whole. Instead, blacks refused to support their own, and others condemned their experiment. Drawing on economic research and social history as well as her personal story, Maggie Anderson shows why the black economy continues to suffer and issues a call to action to all of us to do our part to reverse this trend.

Alfred Edmond Jr., Senior Vice President/Multimedia Editor-at-Large, Black Enterprise and host of the syndicated radio feature Money Matters on American Urban Radio Networks
"Both heart-wrenching reality check and urgent call to action, Our Black Year: One Family's Quest to Buy Black in America's Racially Divided Economy is an inspiring and often mind-bending case study of what it takes to make self-help economics a reality of day-to-day living for African Americans. The economic odyssey of the Anderson family is nothing short of heroic. If you care at all about making the American Dream a reality for ALL Americans, you must read this book, and apply the lessons and learnings of The Empowerment Experiment that inspired it, to your own life and spending choices. Besides that, it is simply a fantastic read!"
Cathy Hughes, Founder/Chairperson, Radio/TV One, Inc.
"Thank God for this level of commitment to our Black Community. I observed that year with great interest and pride and am so grateful to the Anderson's for this incredible documentation of what we all could do, if we just made up our minds to do it. Big, big, big Kudos have been earned by Maggie and her family!"
Marc Morial, President and CEO, National Urban League
"Any serious attempt to close the racial wealth gap and build Black American wealth, must better leverage the trillion dollars of buying power controlled by the Black American consumer. In Our Black Year, Maggie Anderson offers a clear, cogent and intensely personal view of one family's journey to do just this. An important book that provides a path for others to follow."