



## The Blaine Group, Inc.

*A Total Communications Agency*

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FOR IMMEDIATE RELEASE:

November 30, 2020

FOR FURTHER INFORMATION:

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### ***WHY BLACK AND BROWN ENTREPRENEURS FAIL (TO WIN)*** **RETAINS THE BLAINE GROUP FOR NATIONAL PUBLIC RELATIONS**

Beverly Hills, CA... *Why Black and Brown Entrepreneurs Fail (to Win)*, by Gary Polk, \$14.99 softcover, \$9.99 ebook, is an especially timely topic in these challenging times. Author Polk has retained The Blaine Group to implement a national public relations campaign.

When author Gary Polk started writing *Why Black and Brown Entrepreneurs Fail (to Win)*, prior to COVID-19, he used his 29 years of experience as a Black businessman, CEO, business consultant, university professor and author, to draw his conclusions. Since March, 41% of Black and 32% of Brown businesses in the U.S. have closed. While things have changed, the need to know you are doing the right things correctly has intensified.

His first book, *Why Entrepreneurs Fail (to Win)*, is widely used as a text book in college entrepreneurship programs. *Why Black and Brown Entrepreneurs Fail (to Win)*, is intended for entrepreneurs and those who want to be. It will be available at Amazon on December 1.

When asked how Black and Brown entrepreneurs are different, Professor Polk cited:

- Cultural differences that get in the way
- Self-doubt that holds them back
- Access to capital
- Not realizing the need to establish a strong network before needing it.
- Not knowing their why
- Not viewing entrepreneurship as a team sport

He's also a proponent of social entrepreneurship and will launch the Polk Institute of Social Entrepreneurship <https://polk-ise.com> on January 15, 2021.

Focused on the triple bottom line, "People, Planet, Profit," Gary believes they align to drive success for everyone involved.

"Having worked with Gary previously, we are thrilled to represent him again," enthused Devon Blaine, President and CEO of The Blaine Group. "I learn something every time I talk with him," she added.

### **About The Blaine Group, Inc.**

The Blaine Group specializes in developing and implementing public relations campaigns and marketing strategies as comprehensive communications campaigns or as stand-alone entities. The firm represents many authors and fast-track, emerging-growth companies. It also handles investor relations and financial public relations activities for its publicly-traded clients. The Blaine Group is located at 8665 Wilshire Blvd., Suite #301, Beverly Hills, CA 90211. The telephone number is 310.360.1499 and the URL is [www.blainegroupinc.com](http://www.blainegroupinc.com).

This e-mail was sent from [Devon Blaine](#).

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