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## Dirty Little Secrets

*Louis Carr*

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**Louis Carr : Dirty Little Secrets** before purchasing it in order to gage whether or not it would be worth my time, and all praised Dirty Little Secrets:

2 of 2 people found the following review helpful. PLAN YOUR WORK WORK YOUR PLAN -- SUCCESS FOLLOWS FOR THOSE WHO STAY THE COURSE...By Carol CunninghamGives great insight about hard work, determination, building your personal brand and then honing your life professional skill sets in a new way. It's a wonderful opportunity to see up close personal what success and being laser focused can accomplish in an extremely

competitive media landscape. I cherish the words of wisdom and am now walking a path to greater acceptance and understanding with colleagues because of this book's message. 0 of 0 people found the following review helpful. Easy and quick read that's worth it By onlineshopper73 Great book for a reality check in life and in business. Especially good for those trying to climb the corporate ladder and in need of some guidance on how to navigate. The quotes throughout the book are often the pep talk I give myself in the morning. Easy and quick read and something I just keep going back to. 0 of 0 people found the following review helpful. Great Inspirational Read By Jamillah R. I really enjoyed this self-improvement book. The lessons taught were gave insight to purpose and were very relatable. The book didn't dive too much into his current ventures but told great stories about his journey to now. I will definitely be passing this book along.

With thirty-four years in the media industry, I've seen, heard, and learned enough Dirty Little Secrets to write about. As you know, information has value, which is the reason many people are disinclined to share it. Instead, they selfishly protect their experiences and paths to success as though they are patented, Dirty Little Secrets. In essence, they have no desire to offer you the advantage to achieve what they may or may not have. Along your journey, you will meet people who prefer that you encounter the same struggles they've endured. However, it is my intent to share the lessons that have helped me excel in business and in my personal life. Some are rarely spoken of, yet relatable and critical aspects that will assist in helping you understand and find the correct path to your destiny, just as I have done. What I've learned is that everyone is looking for an answer to something. Dirty Little Secrets is my way of sharing one valuable lesson after another that can help you succeed.

About the Author Louis Carr, President of Black Entertainment Television Media Sales, is one of the most influential and prominent African Americans in the media and marketing industries. He has been responsible for more advertising dollars targeted toward the African-American consumer market than any other professional or company. He has been listed on NAMIC's Most Influential African Americans in the cable industry several times and received the Legend Award from Ad Color in 2013. He has served on the boards of the Ad Council; International Radio and Television Society (IRTS); American Advertising Federation (AAF); and the Video Advertising Board (VAB), formerly the CAB. He is a dedicated mentor and benevolent philanthropist. An advocate for diversity, Mr. Carr has hired more people of color and has the most diverse sales team than any other executive or company in the media industry. For more than twelve years, the Louis Carr Internship Foundation has dedicated its efforts to improve diversity in corporate America. He currently serves on the board of the Boys Hope Girls Hope and the United States Track and Field Foundation. Mr. Carr resides in Chicago, Illinois, with his wife, Diane. [LouisCarrBook.com](http://LouisCarrBook.com)  
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