

Know Your Price

author: Andre M. Perry

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Synopsis

author	Andre M. Perry
readBy	Leon Nixon
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The deliberate devaluation of Blacks and their communities has had very real, far-reaching, and negative economic and social effects. An enduring white supremacist myth claims brutal conditions in Black communities are mainly the result of Black people's collective choices and moral failings. "That's just how they are" or "there's really no excuse": we've all heard those not so subtle digs.

But there is nothing wrong with Black people that ending racism can't solve. We haven't known how much the country will gain by properly valuing homes and businesses, family structures, voters, and school districts in Black neighborhoods. And we need to know.

Noted educator, journalist, and scholar Andre Perry takes listeners on a tour of six Black-majority cities whose assets and strengths are undervalued. Perry begins in his hometown of Wilksburg, a small city east of Pittsburgh that, unlike its much larger neighbor, is struggling and failing to attract new jobs and industry. Bringing his own personal story of growing up in Black-majority Wilksburg, Perry also spotlights five others where he has deep connections: Detroit, Birmingham, New Orleans, Atlanta, and Washington, DC. He provides an intimate look at the assets that should be of greater value to residents - and that can be if they demand it.

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