Biz New Orleans: In new book, Ricchiuti profiles New Orleans entrepreneurs

December 16, 2021

Peter Ricchiuti, senior professor of practice and founder of Burkenroad Reports, was interviewed by Biz New Orleans for a story about his new book Being Your Own Boss Is Terrific: Unless You're Calling in Sick...Becasue Then You Know You Are Lying! Co-written with Annette Naake Sisco, the Kindle book collects the stories and insights of entrepreneurs Ricchiuti has interviewed over the last 11 years as host of "Out to Lunch," his weekly radio show on New Orleans NPR affiliate WWNO.

> “Over time, I realized that nurturing the area’s entrepreneurs was really the best hope for growing the New Orleans economy,” said Ricchiuti. “Let’s face it: New Orleans is weird. And that’s why we love living here. But this makes it difficult to attract existing businesses. Most big companies are attracted to ‘cookie cutter’ places to move or expand their businesses.”

To read the story in its entirety, visit bizneworleans.com:

https://www.bizneworleans.com/in-new-book-ricchiuti-profiles-new-orleans-entrepreneurs/