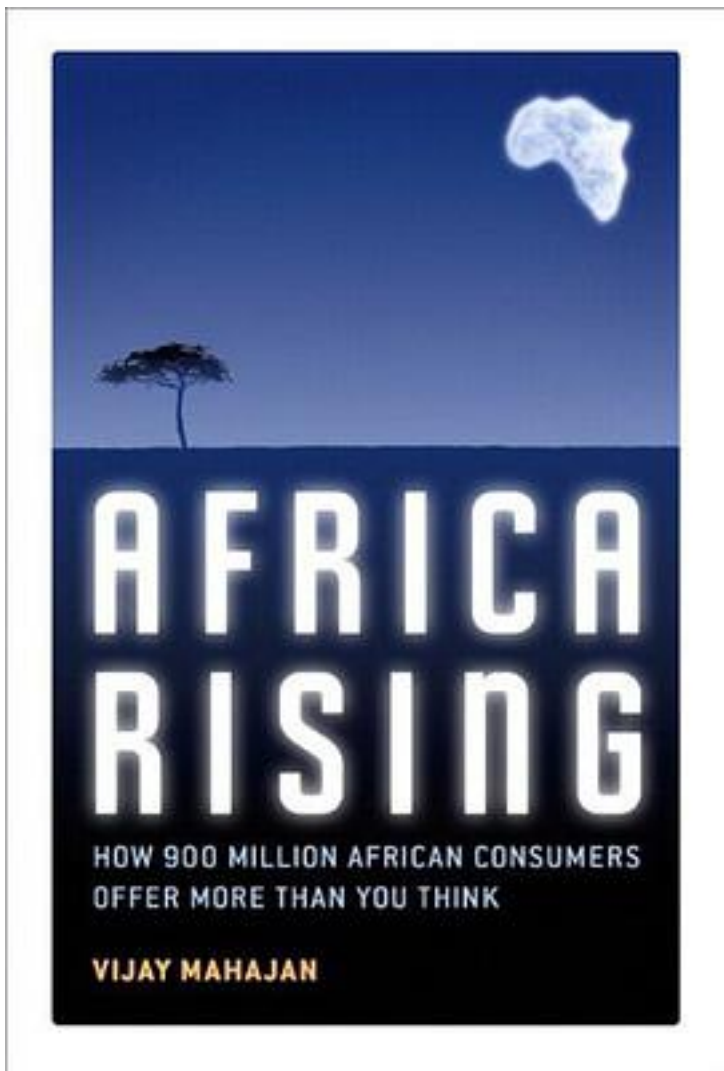


# Africa Rising



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著者:Vijay Mahajan

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Profit from the World's Largest Untapped Market: Africa's MORE THAN 900 MILLION Consumers! "This book lays out a powerful portrait of the growing opportunities in Africa. It is clear to us that any global firm interested in growth must see Africa as an essential part of its portfolio." --E. Neville Isdell, Chairman and Chief Executive Officer, The Coca-Cola Company, USA "While we consider Africa one of our most important markets, we are very aware that it is often overlooked as a place to conduct sustainable business. This book shows that Africa offers opportunities equal to other developing regions that receive more attention. Through the Diageo Africa Business Reporting Awards, we have committed to promoting high-quality coverage of the business environment in Africa. This book makes an important contribution in providing a vivid picture of the African market opportunity." --Paul Walsh, Chief Executive Officer, Diageo, UK "This book presents a compelling argument for waking up to the potential of a continent with a population of over 900 million and a high rate of growth. The African continent is rich in natural resources and presents opportunities across a wide cross-section of industrial and commercial areas for companies with appropriate business strategies and a genuine commitment to improving the quality of life of the local population." --Ratan N. Tata, Chairman, Tata Group, India "Unilever has invested in Africa for over a century and is committed to building strong market positions in the region by meeting the needs of African consumers. As this book highlights, the opportunities for consumer goods companies are considerable and the potential to do business in Africa is much greater than many companies realize." --Patrick Cescau, Global CEO, Unilever, UK "Bravo. The timing of this book is perfect. It will be much quoted. I especially like how Professor Mahajan uses the voices of Africans to bring it to life, alongside the research." --Barbara James, former Managing Director of the African Venture Capital Association and founder of the Henshaw Funds, the first independent pan-African private equity Fund of Funds, Nigeria/UK With more than 900 million consumers, the continent of Africa is one of the world's fastest growing markets. In *Africa Rising*, renowned global business consultant Vijay Mahajan reveals this remarkable marketplace as a continent with massive needs and surprising buying power. Crossing thousands of miles across the continent, he shares the lessons that Africa's businesses have learned about succeeding on the continent...shows how global companies are succeeding despite Africa's unique political, economic, and resource challenges...introduces local entrepreneurs and foreign investors who are building a remarkable spectrum of profitable and sustainable business opportunities even in the most challenging locations...reveals how India and China are staking out huge positions throughout Africa...and shows the power of the diaspora in driving investment and development. Recognize that Africa is richer than you think

Africa is richer than India on the basis of gross national income (GNI) per capita, and a dozen African countries have a higher GNI per capita than China. Aim for Africa Two

Opportunities exist in all parts of the market, particularly the 400 million people in the middle of the market. Find opportunities to organize the market

From retailing to cell phones to banking, companies are succeeding by building infrastructure. Develop strategies for the most youthful market in the world

Companies are recognizing opportunities from diapers to music to medicine in a market growing younger every day. Understand that Africa is not a "media dark" continent

From Nollywood to satellite to broadband, media is exploding on the continent.

Recognize the hidden strength of the African diaspora

The African diaspora brings resources and knowledge to African development and expands the African opportunity beyond the continent. Build Ubuntu markets

Create profitable businesses, sustainable growth, and social organizations by meeting basic human needs.

作者介绍:

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