



Grow Rich in the New Africa: Navigating Business Opportunities on the Continent

By Lauri E Elliott, Hartmut Sieper, Nissi Ekpott

Conceptualee, Incorporated, United States, 2012. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Africa is expected to outperform Asia in growth in the next five years (2011-15), according to the Economist And, it also projects that seven of the top 10 fastest growing economies in the world come from Africa ? Ethiopia, Mozambique, Tanzania, Republic of Congo, Ghana, Zambia, and Nigeria. These numbers are impressive, but they do not reveal the myriad of opportunities and alternative strategies to do business in Africa. Grow Rich in the New Africa attempts to present a number of opportunities and strategies so that entrepreneurs, investors, and SMEs can piece together unique strategy configurations to be successful in Africa. It extends the coverage first presented in Redefining Business in the New Africa. Some of what you will learn includes: - Global trends and Africa - Networks of players in Africa - Business, trade, resource, and information flows in and out of Africa - The future of major sectors, e.g., energy, real estate, transport, natural resources, retail markets - Building strategy around both formal and informal markets - Alternative strategy and leverage points to do business...

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