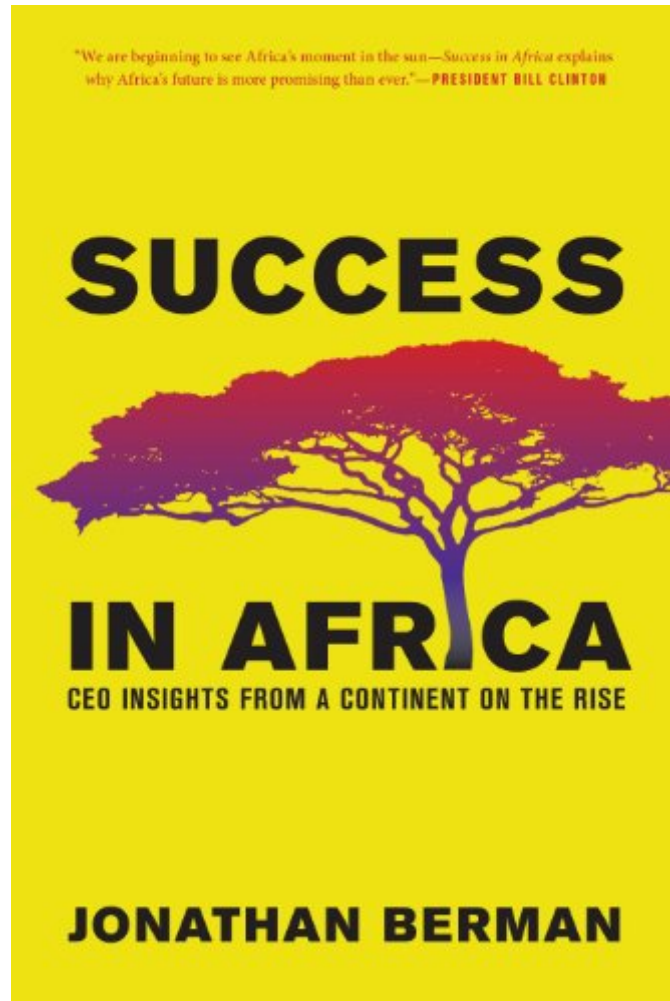


The book was found

# Success In Africa: CEO Insights From A Continent On The Rise



## Synopsis

In an era of slowing growth, Africa is home to a trillion-dollar, resource-rich economy, and six of the ten fastest growing markets in the world. Success in Africa introduces the ambitious CEOs who are building the continent. These stories of growth, technology, and tradition bring life to one of the most important stories of the global economy: a successful Africa. The CEOs of General Electric, The Coca Cola Company, and Tullow Oil join Africa's leading CEOs to share insights on what wins in this fast-growth market. With twenty years of experience in frontier markets, including a decade working in Africa, author Jonathan Berman engages with top business leaders on the vast opportunities and challenges of the continent. Success in Africa pushes past the headlines on Africa's growth to answer the questions often asked by companies and investors: Who do I work with there and what drives them? How do I deal with government? What about war, disease, and poverty? What about China? How do I win? Success in Africa provides on-the-ground perspective, personal stories, and insight that Robert Rubin calls essential reading for all who are interested in Africa for reasons of business, investment, policy, or curiosity.

## Book Information

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## Customer Reviews

People thinking of investing in the rapidly emerging economy of Africa and those who simply want to learn more about this fascinating continent will enjoy and profit from reading this fact-filled book. Africa is comprised of fifty-four diverse states with six official languages. There are hundreds of distinct ethno linguistic and tribal groups. It is religiously diverse, with both Abrahamic and traditional faiths having significant influence. Berman describes this emerging continent in an easy to read manner. Virtually every page includes a paragraph quoting incisive encouraging yet realistic views of prominent African officials or business persons. We learn that Africa is developing as fast as India, twice the rate of Brazil. Six of the ten fastest-growing markets in the world are in Africa. Sixty percent of the world's future farming potential is there. It is a land with an immense future potential. Berman, who has a long history as an advisor on African affairs, describes how the end of the world-wide Cold War and colonialism affected Africa in a positive manner, making it possible for a turnabout from primitive conditions to positive development. Today, all countries in Africa, with the exception of Eritrea, hold elections and have a liberal environment that encourages human development and business opportunities. Africa is educating its population, with twenty percent of its government spending going to education. Primary school enrollment, for example, increased from 62 percent in 1999 to 76 percent in 2008. Communications have increased: between 2000 and 2006: 266 million connections were added, and today, that number has more than tripled. Yet, as Berman writes: "Africa needs everything. What an opportunity."

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