



Success in Africa: CEO Insights from a Continent on the Rise

By Jonathan Berman

Bibliomotion. Hardcover. Book Condition: New. Hardcover. 240 pages. Africa is the new frontier, with six of the ten fastest growing markets in the world. What does it take to succeed in such fast growth markets Success in Africa introduces twenty top business leaders, including Equity Banks CEO James Mwangi and GE's CEO Jeff Immelt, as they reveal how they approach vast opportunities on the continent. Success in Africa's stories of growth, technology, and tradition illustrate one of the most important stories of the global economy: a successful Africa. With twenty years of experience in frontier markets, including eight years working in Africa, author Jonathan Berman addresses the critical questions companies and investors ask: 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 will inspire and equip the reader with the insights needed to succeed across the diverse nations that comprise the continent. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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