



Africa Rising: How 900 Million African Consumers Offer More Than You Think (Paperback)

By Vijay Mahajan

Pearson Education (US), United States, 2014. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. 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...

[DOWNLOAD](#)



[READ ONLINE](#)
[4.94 MB]

Reviews

The best book I have ever read. I am quite late in starting to read this one, but better than never. I realized this publication from my dad and I advised this book to understand.

-- Raina Simonis

An incredibly wonderful ebook with lucid and perfect answers. It is written in easy words instead of difficult to understand. It's been printed in an exceptionally easy way in fact it is simply following I finished reading this publication in which really modified me, modify the way I think.

-- Mr. Keyshawn Weimann

See Also



[Children s Rights \(Dodo Press\) \(Paperback\)](#)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...



[From Kristallnacht to Israel: A Holocaust Survivor s Journey \(Paperback\)](#)

Dog Ear Publishing, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In the 1930s, as evil begins to envelope Europe, Karl Rothstein is born in Austria. As his life...



[Penelope s English Experiences \(Dodo Press\) \(Paperback\)](#)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...



[Chicken Licken - Read it Yourself with Ladybird: Level 2 \(Paperback\)](#)

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. In this classic fairy tale, a nut falls on Chicken Licken s head and he decides he must tell the king that...



[Polly Oliver s Problem: A Story for Girls \(Paperback\)](#)

The Wildhern Press, United Kingdom, 2008. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin was an American children s author and educator. She was born in Philadelphia of Welsh...



[The Three Little Pigs - Read it Yourself with Ladybird: Level 2 \(Paperback\)](#)

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 222 x 150 mm. Language: English . Brand New Book. In this classic fairy tale, the three little pigs leave home and build their own houses - one of straw, one of...