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Africa Rising: How 900 Million African Consumers Offer

Africa Rising: How 900 Million African Consumers Offer More Than You Think (paperback) [Vijay Mahajan] on Amazon.com. *FREE* shipping on qualifying offers. With more than 900 million consumers, the continent of Africa is one of the world's fastest growing markets. In Africa Rising

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So, is the premise of Dr. Vijay Mahajan's new book "Africa Rising: How 900 Million African Consumers Offer More Than You Think." I recently had a chance to sit down with Dr. Mahajan to discuss his very readable and well research book.

Africa Rising: How 900 Million African Consumers Offer

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.

Africa Rising: How 900 Million African Consumers Offer

With more than 900 million consumers, the continent of Africa is one of the world's fastest growing markets. In Africa Rising , legendary global business consultant Vijay Mahajan reveals this remarkable marketplace in all its richness and complexity, and helps companies understand the massive opportunity it presents.

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Pearson - Africa Rising: How 900 Million African Consumers

Africa Rising: How 900 Million African Consumers Offer More Than You Think ISBN : 9780132339421 Title : Africa Rising: How 900 Million African Consumers Offer More Than You Think Authors : Mahajan, Vijay Binding : Hardcover Publisher : Pearson Prentice Hall Publication Date : Sep 8 2008 Condition : Ships same day or next business day! UPS shipping available (Priority Mail for AK/HI/APO/PO Boxes).

Africa Rising: How 900 Million African Consumers Offer

less Africaâ€™, the â€œAfrica risingâ€ narrative often appears to be emotive and one-dimensional. Its focus on broad-gauge measures of economic growth such as gross domestic product (GDP) glosses over the mixed experiences of the real â€ or perceived â€ progress that has been achieved over the last decade.

Africa Rising - Heinrich-BÄ¶ll-Stiftung

"Africa Rising: How 900 Million African Consumers Offer More Than You Think" was a finalist for the American Marketing Association's Berry-AMA Book Prize for the Best Book in Marketing in 2010. The book reveals why many analysts recommend that companies make investments in the continent.

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Africa, like many emerging markets, has been long overlooked, but is poised for explosive growth and opportunity, says author Mahajan (The 86 Percent Solution) in this must-read for investors, executi

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With more than 900 million consumers, the continent of Africa is one of the worldâ€™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 Africaâ€™s businesses have learned about ...

Africa Rising : How 900 Million African Consumers Offer

Others have gushed over this book's enthusiastic take on the "African" market. It seems to me that the

pendulum has swung to the other end of its arc on whether Africa is a disaster needing charity or the biggest business opportunity for the 21st century.

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Africa Rising is a term coined to describe the rapid economic growth in sub-Saharan Africa since 2000 and the belief in the inevitability of further, rapid development on the continent.

Africa Rising - Wikipedia

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In this getAbstract summary, you will learn: Why, contrary to common perceptions, Africa presents many business opportunities;; How some companies successfully tap Africa's diverse markets; and How businesses, nongovernmental organizations and its own entrepreneurs can help Africa develop.

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