

MSRA RECOMMENDED READING

Title	Africa Rising: <i>How 900 Million African Consumers Offer More Than You Think</i>
Author	<p>Vijay Mahajan</p> <ul style="list-style-type: none"> ▪ A former dean of the Indian School of Business and who holds the John P. Harbin Centennial Chair in Business at McCombs School of Business, University of Texas at Austin. ▪ Has consulted with Fortune 500 companies and received several lifetime achievement awards including: <ul style="list-style-type: none"> ✓ The American Marketing Association (AMA), ✓ Charles Coolidge Parlin Award for visionary leadership in scientific marketing and ✓ The Distinguished Alumnus Award from the Indian Institute of Technology (Kanpur). <p>The AMA has also instituted the Vijay Mahajan Award for career contributions to marketing strategy</p>
Overview of book	<p>The first book to explain how to profit from the world's largest untapped market: Africa's 900,000,000 consumers!</p> <ul style="list-style-type: none"> • Discover how global and local entrepreneurs are succeeding throughout Africa and learn lessons you can use to profit there too. • Understand the Continent's rich, complex, and diverse markets, and identify your company's best opportunities there. <p>Year of Publication 2008</p>
Target Readers	Appropriate for readers who want to understand and take opportunities in International Business.
Contents	<p>The book covers the following topics:</p> <p>Part I: The African Opportunity</p> <ul style="list-style-type: none"> ▪ Baking Bread in Zimbabwe pg3 ▪ Africa Is Richer Than You Think pg29 ▪ The Power of Africa Two pg57 <p>Part II: Realizing the Opportunity</p> <ul style="list-style-type: none"> ▪ Harnessing the Hanouti: Opportunities in Organizing the Market pg77 ▪ Building Mama Habiba an Ice Factory: Opportunities in Infrastructure pg105 ▪ Running with the Cheetah Generation: Opportunities in Africa's Youth Market pg127 ▪ Hello to Nollywood: Opportunities in Media and Entertainment pg147 ▪ Coming Home: Opportunities in the African Diaspora pg167 <p>Conclusion</p> <ul style="list-style-type: none"> ▪ Ubuntu Market pg187
Availability	<ul style="list-style-type: none"> • Available through Longman Kenya at Ksh.1,200/=