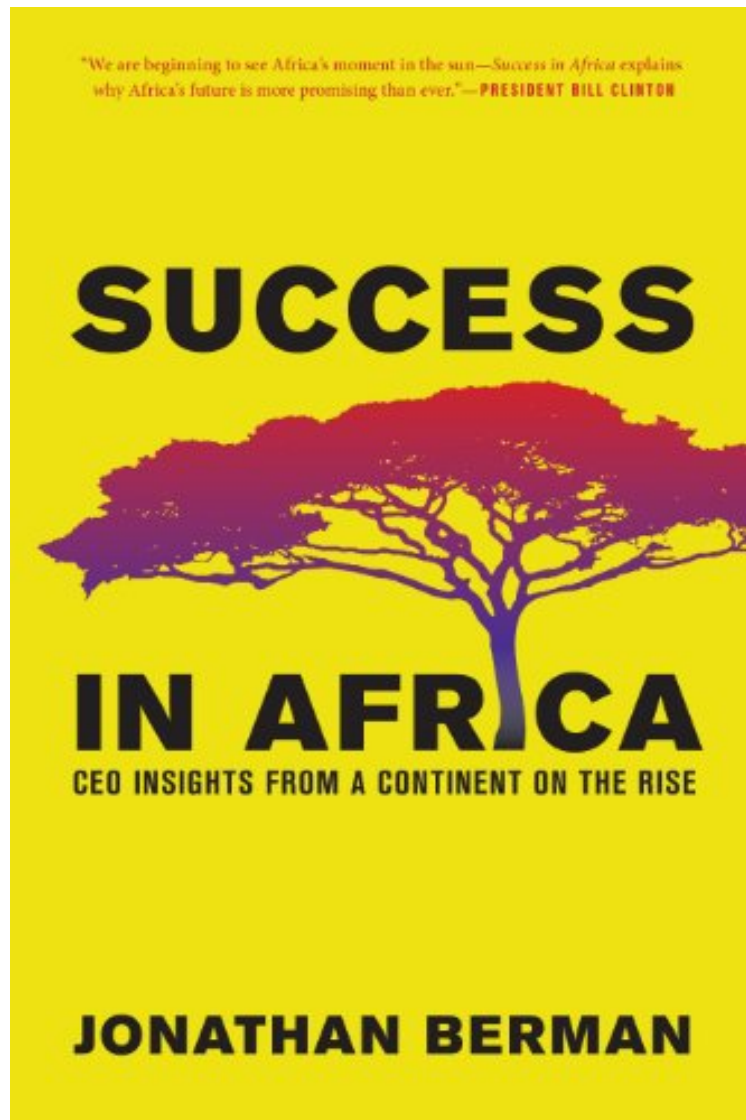


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## Success in Africa: CEO Insights from a Continent on the Rise

*Jonathan Berman*

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**Jonathan Berman : Success in Africa: CEO Insights from a Continent on the Rise** before purchasing it in order to gage whether or not it would be worth my time, and all praised Success in Africa: CEO Insights from a Continent on the Rise:

1 of 1 people found the following review helpful. Definitely Worth it for Africa Business DevelopersBy Benedict Simwero WanderaA good way of showing the potential of Africa is not limited to Natural resources and is ready to play in the field of business and Enterprise borrowing from experiences of other continents.Though I would have preferred to hear other voices from across the continent apart from the few East Africans- Kenyans, a couple of West Africans,a few North Africans , one or two Central and Southern Africans on the African side featured, but I am sure it

will be more appreciated by the American and European audience as is. The insight on bridging the gaps that business has to play in their societies and the apparent indictment of governments lack of fully exercising their capacity was well handled and should give policy makers and business more pointers to the continued conversation for the better. 0 of 0 people found the following review helpful. Valuable to any organization trying to succeed in Africa By Reid Wegner The subtitle is an exactly accurate description of the contents. The format is kind of like an instruction manual. The main gist is that what works elsewhere will not necessarily work in Africa, and that success in Africa requires regionally and culturally specific strategies. That alone sounds obvious and mundane, but the book moves beyond generalizations and offers many first-hand reflections from the CEOs of multinationals, almost like a collection of miniature case studies to illustrate each chapter heading. The focus is on large multinationals, but the insights are applicable to smaller-scale ambitions in Africa as well. I have given this book away twice: once in a business context, once in a non-profit context. I think it's equally valuable to any organization trying to succeed in Africa. 0 of 0 people found the following review helpful. Thanks By Rama Salim Richa Good book

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.

From Publishers Weekly As strategy consultant Berman explains in his first book, the 54 countries on the African continent contain six of the 10 fastest-growing markets in the world, and 60% of the world's future farming potential. There are more than 150 billion companies in Africa, and more than 500 with annual sales of million. Here, Berman, who has lived and worked in Asia and worked in Africa, informs readers about perspectives on Africa, who works there (including budding CEOs), and why. However, despite the book's great premise, Berman only skims the surface: Africa needs everything, and success in Africa comes from filling it. Berman touches on ways to address these needs in terms of understanding the different countries and languages, parsing out governance, creating new infrastructure in an unknown culture, dealing with government, and competing with Chinese companies that realized the African potential long ago. Berman is most effective when he identifies the massive perception problem that Africa faces, but he fails to make a convincing argument that global companies should be working harder to identify these opportunities. Despite his worthy message, the book is not helped by the author's self-conscious, awkward tone. (Sept.) "We are beginning to see Africa's moment in the sun; it has been home to some of the world's fastest growing economies over the last two decades, while extreme poverty rates have sharply declined and key health indicators have improved. In Success in Africa, some of today's most influential business leaders share their firsthand insights about working on a continent bright with shared opportunity, and explain why Africa's future is more promising than ever." —President Bill Clinton "Africa is bigger, faster growing, more profitable and significantly more important than you'd like to admit. If you've been overlooking a \$2 trillion economy, it's time to start paying attention." —Seth Godin, best-selling author of Linchpin, Tribes, The Dip, and others "Jonathan Berman beautifully puts the lurid popular press headlines about Africa into perspective and helps us peek behind that curtain of stereotypes with insights regarding how investors can prosper in Africa. His extensive experience on a wide range of Africa projects is dynamite. I particularly loved his human insights — the energetic resourceful ambitious Africans surmounting the enormous barriers of poor infrastructure and inefficient governments. Altogether, it's a very important book." —Mark Mobius, executive chairman, Templeton Emerging Markets "Success in Africa is an admirable piece of cross-cutting analysis, delivering a new understanding of Africa from the viewpoint of global business leaders and the new class of rising African businessmen. Jonathan Berman brings both networks to bear on the question of what drives success in Africa, and indeed in fast growth markets worldwide. While explaining the very significant challenges of business in Africa, he also highlights how some in Africa are defining a new path to growth, one that improves on the mistakes of the past (including those of the West)." —Paul Collier, Oxford University professor, best-selling author of The Bottom Billion "This is a not to be missed primer on not only where Africa has come from but how the future is unfolding. It will help change the skeptics' view of Africa. Great book." —Neville Isdell, former CEO, The Coca Cola Company "Refreshing, when all the talk is trouble in the world. If you're looking for something positive on the planet, there's a pretty good story coming out of Africa." —Governor Michael Huckabee About the Author Jonathan Berman writes, speaks, and consults on global business. He is a senior advisor at

the consulting firm Dalberg, having previously been a partner. He advises global Fortune 500 companies on entry and operations in emerging and frontier markets worldwide, focusing on the political and economic dynamics that drive shareholder value. His clients include global leaders in oil, gas, mining, infrastructure, healthcare, and consumer goods, as well as governments and investors active in these sectors. Jonathan's views have appeared in The New York Times, The Wall Street Journal, and Harvard Business Review, where he writes a monthly blog. A member of the Council on Foreign Relations, Jonathan holds a BA from Yale University and an MA from UC Berkeley. He is based in New York and Washington, DC, where he lives with his wife and son.