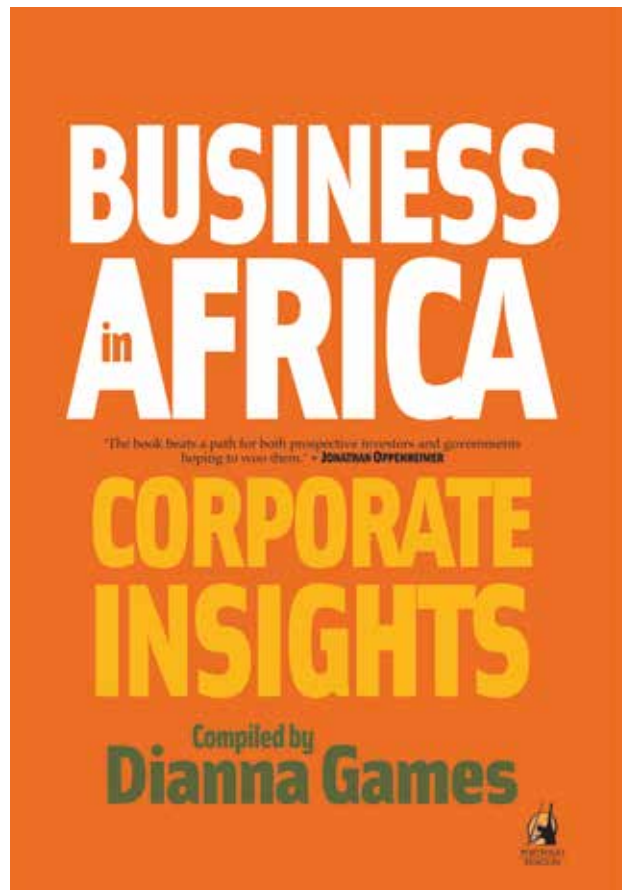


# Business in Africa: Corporate insights

Reviewed by **SM Madue** (North-West University)

*Dianna Games (ed.)  
Penguin South Africa: Johannesburg,  
2013. 251 pp*

This book charts the path – albeit not a straight one – that African corporations have travelled in their quest to expand business and investment opportunities from Cape Town to Cairo. The authors, all senior executives, narrate their experiences, challenges and successes across the economic landscape. Critical aspects covered include the branding of the African continent, historical trade imbalances and the resulting unevenness in the field of play, as well as some negative perceptions. The book also shares some success stories, such as the progress made by African women, who continue to make their presence felt in the male-dominated business environment. There are insightful readings of corporate affairs from the mining industry to the chicken outlets, from soft drinks to property investments, advertising and telecommunications. Negative perceptions about Africa’s mineral resources, particularly in relation to oil being regarded as a “curse”, have been positively been reversed. Improvements in corporate governance undoubtedly make Africa much more attractive for investment and other business ventures.



THIRD  
QUARTER  
2014

NEW  
AGENDA