

# [PDF] Africa Rising: How 900 Million African Consumers Offer More Than You Think

**Vijay Mahajan - pdf download free book**

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**Books Details:**

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Author: Vijay Mahajan

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**Description:**

**From Publishers Weekly** 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, executives and anyone with an interest in global business. He argues that Africa "is richer than you think" and presents "as big an opportunity as China and India." The author describes a burgeoning middle class, referred to as "Africa Two," and illustrates how successful companies are organizing the marketplace, creating infrastructure, advertising, and even customizing packaging. In a continent where many countries lack basic resources and transportation, Mahajan admits it would be easy for investors or corporations to discount prospects for profitability, but he describes how creative entrepreneurs have identified these problems as

opportunities: the Coca-Cola Company uses trucks, bicycles and handcarts to transport its product into rural villages and is building its own ice plant to keep drinks cool during power outages. This compelling and captivating overview of the market with its colorful anecdotes provides a tremendous insight into Africa's wealth, which Mahajan calls a "different type of oil and diamonds." Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

### **About the Author**

**Vijay Mahajan**, former dean of the Indian School of Business, holds the John P. Harbin Centennial Chair in Business at McCombs School of Business, University of Texas at Austin. He has consulted with Fortune 500 companies and received several lifetime achievement awards including 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). The AMA has also instituted the Vijay Mahajan Award for career contributions to marketing strategy. Mahajan's ten books include *The 86 Percent Solution* (Wharton School Publishing), which received the 2007 Book of the Year Award from the American Marketing Association.

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