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The Next Africa: An Emerging Continent Becomes a Global Powerhouse (Hardback)

By Jake Bright

St Martin s Press, United States, 2015. Hardback. Condition: New. Language: English . Brand New Book. The Next Africa, an Axiom Best Business Book Award winner, will change the way people think about the continent. The old narrative of an Africa disconnected from the global economy, depicted by conflict or corruption, and heavily dependent on outside donors is fading. A wave of transformation driven by business, modernization, and a new cadre of remarkably talented Africans is thrusting the continent from the world s margins to the global mainstream. In the coming decades the magnitude of Africa s markets and rising influence of its people will intersect with other key trends to shape a new era, one in which Africa s progress finally overshadows its challenges, transforming an emerging continent into a global powerhouse. The Next Africa captures this story. Authors Jake Bright and Aubrey Hruby pair their collective decades of Africa experience with several years of direct research and interviews. Packed with profiles; personal stories, research and analysis, The Next Africa is a paradigm-shifting guide to the events, trends, and people reshaping Africa s relationship to the world. Bright and Hruby detail the cross-cutting trends prompting Silicon Valley venture capital...



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