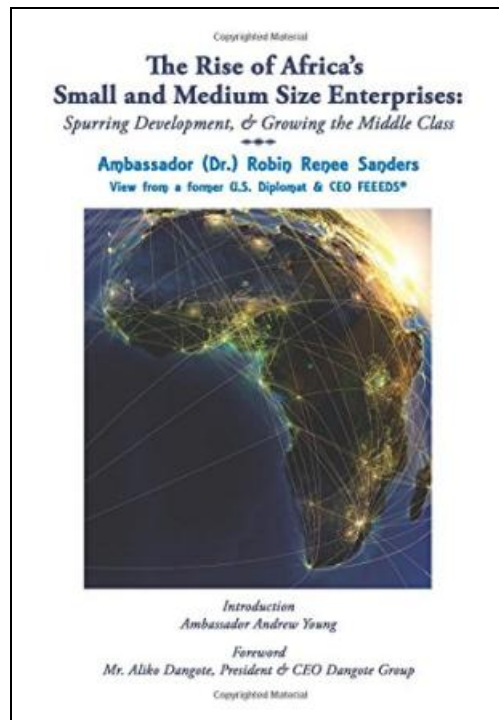


The Rise of Africa s Small Medium Size Enterprises: Spurring Development Growing the Middle Class (Hardback)



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Reviews




This ebook may be worth a go through, and superior to other. I could comprehend every thing out of this published e pdf. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Prof. Damien Schuster PhD)

THE RISE OF AFRICA S SMALL MEDIUM SIZE ENTERPRISES: SPURRING DEVELOPMENT GROWING THE MIDDLE CLASS (HARDBACK)



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Xlibris, 2017. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Ambassador (Dr.) Robin Renee Sanders new book on The Rise of Africa s Small Medium Size Enterprises (SMEs) is an insightful examination of the dramatic shift in the development paradigm for Sub Saharan Africa -- driven in large part by the imaginative, innovative, and insta-impact leadership of the region s small businesses or SMEs. SMEs have helped drive economic development, growth and aided in increasing the size of the Continent s middle class, Sanders says. With the Introduction to the book by renown civil rights leader Ambassador Andrew Young, and the Foreword by Sub Saharan Africa s leading businessman, Mr. Aliko Dangote, Sanders book credits the determination of Africa SMEs and entrepreneurs (which includes African nationals, immigrants and African Americans) for stepping into the void left by 40-years of post-independence development approaches that had little impact on reducing overall poverty and creating jobs in the region. Africa s dynamic entrepreneurial spirit of Generation-Xers and Millennials are and have formed SMEs and social enterprises that today are responsible for conceiving and inventing many of the new apps, and answers to address the region s age-old poverty issues, Sanders emphasizes. Africa SMEs are not only a key driver for jobs, but serve as an additional catalyst to grow the middle class. Sanders argues that it was the Rise of the Africa SME - converging with technology and its mobility - that has changed, over the last decade, the focus and direction of development in Sub Saharan Africa. The book has a few vignettes from Sanders diplomatic life and work as CEO of the FEEEDS Advocacy Initiative with Africa SMEs over the years, as well as regional examples of some of innovative things Africa entrepreneurs are doing...

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