

Africa Rising How 900 Million African Consumers Offer More Than You Think

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Africa rising : how 900 million African consumers offer more than you think by Mahajan, Vijay. Publication date 2009 Topics Investments, Foreign -- Africa, International business enterprises -- Africa, Africa -- Commerce, Africa -- Economic conditions Publisher Upper Saddle River, N.J. : Wharton School Pub.

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But what about Africa, asks Vijay Mahajan, author of Africa Rising: How 900 Million Consumers Offer More Than You Think (Wharton School Publishing). Though often overlooked in global corporate growth strategies, he argues, Africa as a whole has enough consumer power to give China and India a run for their money.

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Africa rising: How 900 million African consumers offer more than you think (4th ed.). Upper Saddle River: Wharton School Pub. ISBN 978-0132339421. Taylor, Ian (2014). Africa Rising? BRICS - Diversifying Dependency. Oxford: James Currey. ISBN 9781847010964

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This Element is an excerpt from Africa Rising: How 900 Million African Consumers Offer More Than You Think (ISBN: 9780132339421) by Vijay Mahajan. Available in print and digital formats. The surprising numbers: why Africa is a larger market than you ever realized.

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