

Success In Africa Ceo Insights From A Continent On The Rise

This book examines emerging theories, frameworks, and applications of global marketing for the 21st century. It highlights how global marketing is changing in a globalized and digital economy that is fast increasing in complexity and uncertainty. The traditional approach to global marketing is no longer sufficient to address the emerging issues in global markets. Global companies need to challenge traditional assumptions in global marketing in an era of shifting political, cultural, economic, and technological changes. They need to take a fresh look at the contemporary threats and opportunities in markets, institutions, and technology and how they affect entry and expansion strategies through careful re-calibration of the marketing-mix. This book offers new insights for global marketing that addresses these issues. This book should be an ideal resource to both academic scholars and reflective practitioners globally such as CEOs and chief marketing officers as well as government officials and policy makers interested in formulating strategies/policies for global marketing activities in the face of a globalized and digitized economy. This well-crafted research volume is an excellent addition to the growing literature on new trends in international marketing. The authors present the latest insight on the impact of phenomena such as cross-border e-commerce and digital markets, and they discuss new tools for political risk assessment, international branding and more broadly the reconfiguring of marketing-mix strategies – A powerful reminder that the new global market remains a rugged landscape. - Alain Verbeke, McCaig Research Chair in Management and Editor-in-Chief Journal of International Business Studies, University of Calgary, Canada. Emerging trends in institutions, markets, and societies, along with new technological advances, are redefining the scope and strategy in global marketing. Professors Agarwal and Wu have assembled a remarkable collection of cutting-edge topics and issues that capture the shifting paradigm and contemporary developments in the global marketing field. This is an informative and timely resource that makes a valuable contribution, useful for both scholars and business practitioners of global marketing. - Constantine S. Katsikeas, Arnold Ziff Endowed Research Chair in Marketing & International Management, Editor-in-Chief Journal of International Marketing, University of Leeds, UK. This book presents new and cutting-edge thinking at a time when the traditional views of international marketing need to be scrapped. Convergence forces are creating new opportunities as well as threats on a daily basis, and marketing practitioners as well as scholars must be forewarned as well as forearmed on how to deal with these changes. The real growth is coming from the emerging nations, and the theories that provided sufficient insights ten years ago have been completely outmoded by the ever-accelerating rate of innovation and technological change as well as the pressures to address the needs of all of the firm's

relevant stakeholders. The strategic insights provided here are absolutely invaluable. Don't miss an opportunity to read this book!!
- John B. Ford, Professor of Marketing & International Business, Eminent Scholar & Haislip-Rohrer Fellow, Editor-in-Chief, Journal of Advertising Research, Old Dominion University, USA.

Three little known facts: Africa is now the world's fastest growing continent, with average GDP growth of 5.5% the past 10 years. Malaria deaths have declined by 30% and HIV infections by 74%. Nigeria produces more movies than America does. The Lion Awakes is the true story of today's Africa, one often overshadowed by the dire headlines. Traveling from his ancestral home in Uganda, East Africa, to the booming economy and (if chaotic) new democracies of West Africa, and down to the "Silicon Savannahs" of Kenya and Rwanda, Ashish J. Thakkar shows us an Africa that few Westerners are aware exists. Far from being a place in need of our pity and aid, we see a continent undergoing a remarkable transformation and economic development. We meet a new generation of ambitious, tech savvy young Africans who are developing everything from bamboo bicycles to iPhone Apps; we meet artists, film makers and architects thriving with newfound freedom and opportunity, and we are introduced to hyper-educated members of the Diaspora who have returned to Africa after years abroad to open companies and take up positions in government. They all tell the same story: 21st Century Africa offers them more opportunity than the First World. Drawing from his business experience, and his own family's history in Africa, which include his parents' expulsion from Uganda by Idi Amin in the 70s and his own survival of the Rwandan genocide in 1994, Ashish shows us how much difference a decade can make.

This open access book analyses the development problems of sub-Saharan Africa (SSA) from the eyes of a Korean diplomat with knowledge of the economic growth Korea has experienced in recent decades. The author argues that Africa's development challenges are not due to a lack of resources but a lack of management, presenting an alternative to the traditional view that Africa's problems are caused by a lack of leadership. In exploring an approach based on mind-set and nation-building, rather than unity – which tends to promote individual or party interests rather than the broader country or national interests – the author suggests new solutions for SSA's economic growth, inspired by Korea's successful economic growth model much of which is focused on industrialisation. This book will be of interest to researchers, policymakers, NGOs and governmental bodies in economics, development and politics studying Africa's economic development, and Korea's economic growth model.

Using theory, empirical research, and case studies, this book explores the changing nature of business in Africa and how businesses can actively contribute to the development of Africa. It uses (and critically analyses) the concept of Africapitalism – a management philosophy and movement which seeks to blend the best of African values and Western management theories as a basis for sustainable development in Africa – to understand the subtle factors that

underpin business decisions in Africa. The collection of chapters in this book are organized around actors, issues, and reflections. They collectively present an account of Africapitalism, albeit from different perspectives and on different issues, and open up a new space for rethinking business and society relations in Africa from an Africapitalism perspective. Crucial is the critical engagement with both the discourse and practice of Africapitalism and its implications for sustainable development. It is anticipated that the challenges and opportunities highlighted by the book would be embraced by researchers, policy makers, and practitioners in the broad area of business and society in Africa. This multidisciplinary book will be valuable reading for advanced students, researchers and policymakers looking at business in society; corporate social responsibility; sustainable business; international business and African development.

The Pan-African Imperative

Strategy Playbook for Leading in Sub-Saharan Africa Frontier Markets

Emerging Issues in Global Marketing

Adventures in Africa's Economic Miracle

Re-Inventing Africa's Development

The Imagination Machine

Taking People with You

The Heart of Business

How to close the gap between strategy and execution Two-thirds of executives say their organizations don't have the capabilities to support their strategy. In *Strategy That Works*, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies:

- Commit to what they do best instead of chasing multiple opportunities
- Build their own unique winning capabilities instead of copying others
- Put their culture to work instead of struggling to change it
- Invest where it matters instead of going lean across the board
- Shape the future instead of reacting to it

Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution. The economy of modern Africa is characterized by explosive growth and even larger potential. *The Economy in Contemporary Africa* examines the challenges and opportunities that shape economies around the continent today. The book looks at a range of topics from oil reserves to entrepreneurship and places them within a local, regional, and global context to provide a comprehensive view of a key player in the world economy.

Drive the streets of Nairobi, and you are sure to see many matatus—colorful minibuses that transport huge numbers of people around the city. Once ramshackle affairs held together with duct tape and wire, matatus today are name-brand vehicles maxed out with aftermarket detailing. They can be stately black or extravagantly colored, sporting names, slogans, or entire tableaux, with airbrushed portraits of everyone from Kanye

West to Barack Obama. In this richly interdisciplinary book, Kenda Mutongi explores the history of the matatu from the 1960s to the present. As Mutongi shows, matatus offer a window onto the socioeconomic and political conditions of late-twentieth-century Africa. In their diversity of idiosyncratic designs, they reflect multiple and divergent aspects of Kenyan life—including, for example, rapid urbanization, organized crime, entrepreneurship, social insecurity, the transition to democracy, and popular culture—at once embodying Kenya's staggering social problems as well as the bright promises of its future. Offering a shining model of interdisciplinary analysis, Mutongi mixes historical, ethnographic, literary, linguistic, and economic approaches to tell the story of the matatu and explore the entrepreneurial aesthetics of the postcolonial world.

Managing Your Scarcest Resources Business leaders know that the key to competitive success is smart management of scarce resources. That's why companies allocate their financial capital so carefully. But capital today is cheap and abundant, no longer a source of advantage. The truly scarce resources now are the time, the talent, and the energy of the people in your organization--resources that are too often squandered. There's plenty of advice about how to manage them, but most of it focuses on individual actions. What's really needed are organizational solutions that can unleash a company's full productive power and enable it to outpace competitors. Building off of the popular Harvard Business Review article "Your Scarcest Resource," Michael Mankins and Eric Garton, Bain & Company experts in organizational design and effectiveness, present new research into how you can liberate people's time, talent, and energy and unleash your organization's productive power. They identify the specific causes of organizational drag--the collection of institutional factors that slow things down, decrease output, and drain people's energy--and then offer a pragmatic framework for how managers can overcome it. With practical advice for using the framework and in-depth examples of how the best companies manage their people's time, talent, and energy with as much discipline as they do their financial capital, this book shows managers how to create a virtuous circle of high performance.

A New Narrative for Africa

101 Ways to Make Money in Africa

Innovation in Emerging Markets

Decide & Deliver

How Great Leaders Transform Their Organizations and Shape the Future

Heineken in Africa

The Founder's Dilemmas

A Design Strategy for Complex Organizations

This book argues that the principles of Pan-Africanism are more important than ever in ensuring the liberation of the people Africa, those at home and abroad, and the rapid development of the African continent. The writings and practice of Osagyefo Dr. Kwame Nkrumah, Ghana's first post-independence prime minister and president, were key in laying out a vision for post-independence Africa. Now, in an effort to counter the deluge of neo-liberal thinking that has engulfed so much of the debate on African development in recent decades, Michael Williams illuminates just how important a role an Nkrumaist intellectual framework can play in providing an accurate diagnosis of, and effective solution to, Africa's development crisis. This is done by examining Nkrumah's vision of the critical role Pan-Africanism must play in the development of the continent. Raising vitally

important questions about Africa's development and the quality of life of its populations, this book will be a key text for researchers of African politics, development studies, and the Pan-African movement.

A Washington Post Bestseller *Three Principles for Managing—and Avoiding—the Problems of Growth* Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company's Chris Zook and James Allen, authors of the bestselling *Profit from the Core*, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen's research is that managing these choke points requires a "founder's mentality"—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:

- An insurgent's clear mission and purpose
- An unambiguous owner mindset
- A relentless obsession with the front line

Based on the authors' decade-long study of companies in more than forty countries, *The Founder's Mentality* demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder's mentality throughout their organization and find lasting, profitable growth.

This handbook constitutes a single collection of well researched articles and essays on African politics, governance and development from the pre-colonial through colonial to the post-colonial eras. Over the course of these interconnected periods, African politics have evolved with varied experiences across different parts of the continent. As politics is embedded both in the economy and the society, Africa has witnessed some changes in politics, economics, demography and its relations with the world in ways that requires in-depth analysis. This work provides an opportunity for old and new scholars to engage in the universe of the debate around African politics, governance and development and will serve as a ready reference material for students, researchers, policy makers and investors that are concerned with these issues.

Many organizations don't know how to make and execute good decisions. In this book, the authors draw on Bain & Company's extensive research and experience to present a five-step process for improving your company's decision abilities.--[book jacket]

Undeterred

Linking Africa to the Korean Development Model

Overcome Organizational Drag and Unleash Your Team's Productive Power

The Economy in Contemporary Africa

Savannah Protocols

The Only Way to Make Big Things Happen

The Palgrave Handbook of African Politics, Governance and Development

The Six Mindsets That Distinguish the Best Leaders from the Rest

Most businesses rely on talent to succeed, but none so much as professional service

firms. Within this rapidly expanding, trillion-dollar industry, professionals--and how they're managed--are the primary source of competitive advantage. In fact, success in this sector is determined more by the people you pay than the people who pay you. This path-breaking book provides readers with a practical and integrated perspective on how to win in the unique and tumultuous world of professional services. From strategy to organization to culture, it offers customized insights for businesses in which professionals drive bottom-line results and long-term company success. Respected academic Jay W. Lorsch and accomplished practitioner Thomas J. Tierney apply their broad experience to the realities of "Monday morning" decision making. Their work reflects decades of personal experience, combined with a rigorous study of outstanding professional service firms in industries that include law, information technology, accounting, advertising, investment banking, executive search, and consulting. *Aligning the Stars* explains what differentiates the "best of the best" within professional services. By describing how to attract, retain, motivate, organize, and lead the stars that shape a company's destiny, this book provides valuable lessons for the current and future leaders of every talent-driven business.

The Savannah Protocols offers a helicopter view of the investment opportunities available across sub-Saharan Africa. The risks and potential obstacles are clearly articulated, and the business strategies suitable for sub-Saharan Africa frontier markets are explored through the use of metaphors that are grounded in the context of the subregion. "What a wonderful book. Imaginative. Practical. Inspirational. Important for anyone involved with business leadership, not just in Africa. It takes us right into the heart of so many key leadership and management issues in these challenging times." —Professor Gareth Morgan, author of *Images of Organizations*

Innovation is sweeping the globe at breakneck speed, and emerging markets are where tremendous growth and opportunity reside. Jerry Haar and Ricardo Ernst delve into the forces and drivers that shape innovation in emerging markets and present case studies, along with a summation of the key features and outlook for innovation over the next decade.

"An interactive and empowering book" to help African American men and women create a new vision of better health and navigate the health care system (BET.com). According to the federal Office of Minority Health, African Americans "are affected by serious diseases and health conditions at far greater rates than other Americans." In fact, African Americans suffer an estimated 85,000 excess deaths every year from diseases we know how to prevent: heart disease, stroke, cancer, high blood pressure, and diabetes. In this important and accessible book, Dr. Michelle Gourdine provides African Americans with the knowledge and guidance they need to take charge of their wellbeing. *Reclaiming Our Health* begins with an overview of the primary health concerns facing African Americans and explains who is at greatest risk of illness. Expanding on her career and life experiences as an African American physician, Dr. Gourdine presents key insights into the ways African American culture shapes health choices—how beliefs, traditions, and values can influence eating choices, exercise habits, and even the decision to seek medical attention. She translates extensive research into practical information and presents readers with concrete steps for achieving a healthier lifestyle, as well as strategies for navigating the health-care system. This interactive guide with illustrations is a vital resource for every African American on how to live a healthier and more empowered life, and an indispensable handbook for health-care providers, policy makers,

and others working to close the health gap among people of color. Says Gourdine, "I wrote this book to empower our community to solve our own health problems and save our own lives."

Exploring Global Leadership

Beyond Digital

Development and Democracy in Malawi, 1994–2014

Aligning the Stars

Netflix and the Culture of Reinvention

A Guide to African American Wellness

Africa's Business Revolution

The Book of Mistakes

Agile has the power to transform work--but only if it's implemented the right way. For decades business leaders have been painfully aware of a huge chasm: They aspire to create nimble, flexible enterprises. But their day-to-day reality is silos, sluggish processes, and stalled innovation. Today, agile is hailed as the essential bridge across this chasm, with the potential to transform a company and catapult it to the head of the pack. Not so fast. In this clear-eyed, indispensable book, Bain & Company thought leader Darrell Rigby and his colleagues Sarah Elk and Steve Berez provide a much-needed reality check. They dispel the myths and misconceptions that have accompanied agile's rise to prominence--the idea that it can reshape an organization all at once, for instance, or that it should be used in every function and for all types of work. They illustrate that agile teams can indeed be powerful, making people's jobs more rewarding and turbocharging innovation, but such results are possible only if the method is fully understood and implemented the right way. The key, they argue, is balance. Every organization must optimize and tightly control some of its operations, and at the same time innovate. Agile, done well, enables vigorous innovation without sacrificing the efficiency and reliability essential to traditional operations. The authors break down how agile really works, show what not to do, and explain the crucial importance of scaling agile properly in order to reap its full benefit. They then lay out a road map for leading the transition to a truly agile enterprise. Agile isn't a goal in itself; it's a means to becoming a high-performance operation. Doing Agile Right is a must-have guide for any company trying to make the transition--or trying to sustain high agility.

From the founder of the award-winning website (www.howwemadeitinafrica.com) comes the stories of 25 entrepreneurs who've built thriving businesses. * Be inspired by the experiences of Africa's most dynamic entrepreneurs * Gain insight into the continent's business opportunities * Find the courage to make your own dreams and ambitions become a reality Discover why Ken Njoroge is building a billion-dollar pan-African digital payments company (it is not because he wants to drive a Ferrari); Find out how Jean de Dieu Kagabo grew a Rwanda-based industrial group from a simple product: toilet paper; And be inspired by the extraordinary tale of Hassan Bashir who created a booming insurance company from nothing but grit and persistence. Each entrepreneur's story is told in an honest manner, not shying away from the mistakes made and the considerable hurdles they had to overcome. And there were many tough times: from being betrayed by long-time senior managers to losing vast sums of money because of poor market research. Pursuing their business ambitions also had a toll on their personal lives: one entrepreneur was too broke to afford diapers for his baby, while another had to sell her house to keep the company alive. MEET THE ENTREPRENEURS 1. Ken Njoroge (Kenya): The long, hard journey to build a billion-dollar company 2. Tseday Asrat (Ethiopia): A modern twist on Ethiopia's coffee culture 3. Tumi Phake (South Africa): Flexing his entrepreneurial muscles to exploit a gap in the fitness industry 4. Monica Musonda (Zambia): Instant noodle pioneer 5. Hassan Bashir (Kenya): An insurance firm created from

nothing but grit and persistence 6. Ebele Enunwa (Nigeria): A \$50-million food and retail empire 7. Tayo Oviolu (Nigeria): The entrepreneur who traded in his Silicon Valley life to bring mobile money to Nigerians 8. Navalayo Osembo (Kenya): How to make a Kenyan running shoe 9. Jean de Dieu Kagabo (Rwanda): Rwandan industrialist always hunting for the next big business idea 10. Addis Alemayehou (Ethiopia): Serial entrepreneur bringing the world to Ethiopia 11. Kasope Ladipo-Ajai (Nigeria): Nigerian cooking made convenient 12. Chijioke Dozie (Nigeria): Leveraging past experiences to disrupt the banking industry 13. Sylvester Chauke (South Africa): Marketer with a passion to take African brands global 14. Yoadan Tilahun (Ethiopia): Showing Ethiopia how to throw an event 15. Mossadeck Bally (Mali): West African hotel group built on an appetite for risk 16. Jennifer Bash (Tanzania): Adding value to everyday staples 17. Jesse Moore (Kenya): Thinking out of the box to power over 600 000 homes with solar energy 18. Twapewa Kadhikwa (Namibia): How one hair salon became a group of companies 19. Jacques de Vos (South Africa): Growing a high-impact tech business one problem statement at a time 20. Nana Akua Birmeh (Ghana): Architect breaking glass ceilings 21. Nelly Tuikong (Kenya): Kenyan beauty brand taking on global giants 22. Dr Hend El Sherbini (Egypt): From a small Egyptian family business to a London-listed healthcare giant 23. NJ Ayuk (Cameroon): A lawyer on the road less travelled 24. Polo Leteka (South Africa): The investor who spots opportunity where others see risk 25. Ashley Uys (South Africa): Diagnostic hustler

ABOUT THE AUTHOR Jaco Maritz is CEO of Maritz Africa, publisher of the award-winning pan-African online business publication How we made it in Africa. Jaco holds a BA in Information Science from USB. He started his career at South African media company Media24, working on the websites of some of the country's most well-known newspapers. He went on to become editor of TradeInvestNigeria, after which he founded Maritz Africa. When not building Maritz Africa, Jaco enjoys investing in other businesses. He is a regular speaker on business in Africa.

A Wall Street Journal Bestseller Named a Financial Times top title How to unleash "human magic" and achieve improbable results. Hubert Joly, former CEO of Best Buy and orchestrator of the retailer's spectacular turnaround, unveils his personal playbook for achieving extraordinary outcomes by putting people and purpose at the heart of business. Back in 2012, "Everyone thought we were going to die," says Joly. Eight years later, Best Buy was transformed as Joly and his team rebuilt the company into one of the nation's favorite employers, vastly increased customer satisfaction, and dramatically grew Best Buy's stock price. Joly and his team also succeeded in making Best Buy a leader in sustainability and innovation. In *The Heart of Business*, Joly shares the philosophy behind the resurgence of Best Buy: pursue a noble purpose, put people at the center of the business, create an environment where every employee can blossom, and treat profit as an outcome, not the goal. This approach is easy to understand, but putting it into practice is not so easy. It requires radically rethinking how we view work, how we define companies, how we motivate, and how we lead. In this book Joly shares memorable stories, lessons, and practical advice, all drawn from his own personal transformation from a hard-charging McKinsey consultant to a leader who believes in human magic. *The Heart of Business* is a timely guide for leaders ready to abandon old paradigms and lead with purpose and humanity. It shows how we can reinvent capitalism so that it contributes to a sustainable future.

Success in Africa CEO Insights from a Continent on the Rise Routledge

Sustainable Business and Development in Africa

Hiring Success: How Visionary CEOs Compete for the Best Talent

How to Overcome the Predictable Crises of Growth

Anticipating and Avoiding the Pitfalls That Can Sink a Startup

Repeatability

Political Communication in Africa

How to Succeed When Professionals Drive Results

Africa's Greatest Entrepreneurs

For Heineken, "rising Africa" is already a reality: the profits it extracts there are almost 50 per cent above the global average, and beer costs more in some African countries than it does in Europe. Heineken claims its presence boosts economic development on the continent. But is this true? Investigative journalist Olivier van Beemen has spent years seeking the answer, and his conclusion is damning: Heineken has hardly benefited Africa at all. On the contrary, there are some shocking skeletons in its African closet: tax avoidance, sexual abuse, links to genocide and other human rights violations, high-level corruption, crushing competition from indigenous brewers, and collaboration with dictators and pitiless anti-government rebels. Heineken in Africa caused a political and media furor on publication in The Netherlands, and was debated in their Parliament. It is an unmissable exposé of the havoc wreaked by a global giant seeking profit in the developing world.

This book offers a comprehensive account of the nature and development of political communication in Africa. In light of the growing number of African states now turning towards democratic rule, as well as the growing utilization of information technologies in Africa, the contributors examine topics such as: the role of social media in politics, strategic political communication, political philosophy and political communication, Habermas in Africa, gender and political communication, image dilemma in Africa, and issues in political communication research in Africa, and identify the frontiers for future research on political communication in Africa.

If you're an ambitious woman in Africa, Asia, Latin America, or the Middle East, there has never been a better time to be you. Markets are opening up. Businesses everywhere are expanding. Your career or business has unlimited potential. In UNDETERRED, you will find the keys to success, based on four years of research, deep expertise, and interviews with more than 250 relatable businesswomen around the world. These women will inspire you and Rania Anderson will guide you. Despite the obstacles successful women face, they remain undeterred. They persevere by developing the solutions and workarounds that makes sense within the contexts of their cultures. Do you want to be more successful? Do you want to be undeterred? Unlock your potential by cultivating the six success habits identified in this book. The world is waiting for the unique talents and skills you have to offer.

Have you ever wondered why some people seem to catch all the breaks and win over and over again? What do the super successful know? What is standing between you and your wildest dreams? The Book of Mistakes will take you on an inspiring journey, following an ancient manuscript with powerful lessons that will transform your life. You'll meet David, a young man who with each passing day is more disheartened and stressed. Despite a decent job, apartment, and friends, he just feels hollow . . . until one day he meets a mysterious young woman and everything starts to change. In this self-help tale wrapped in fiction, you'll learn the nine mistakes that prevent many from achieving their goals. You'll learn how to overcome these hurdles and reinvent your life. This success parable is packed

with wisdom that will help you discover and follow your personal purpose, push beyond your perceived capabilities, and achieve more than you ever dreamed possible. You'll find yourself returning again and again to a deceptively simple story that teaches actionable insights and enduring truths.

A Shifting Paradigm

Matatu

No Rules Rules

Transformation Without Chaos

An anatomy of leadership practices across nations

Networked, Scaled, and Agile

A History of Popular Transportation in Nairobi

9 Secrets to Creating a Successful Future

A guide for mining the imagination to find powerful new ways to succeed. We need imagination now more than ever—to find new opportunities, rethink our businesses, and discover paths to growth. Yet too many companies have lost their ability to imagine. What is this mysterious capacity? How does imagination work? And how can organizations keep it alive and harness it in a systematic way? The Imagination Machine answers these questions and more. Drawing on the experience and insights of CEOs across several industries, as well as lessons from neuroscience, computer science, psychology, and philosophy, Martin Reeves of Boston Consulting Group's Henderson Institute and Jack Fuller, an expert in neuroscience, provide a fascinating look into the mechanics of imagination and lay out a process for creating ideas and bringing them to life: The Seduction: How to open yourself up to surprises The Idea: How to generate new ideas The Collision: How to rethink your idea based on real-world feedback The Epidemic: How to spread an evolving idea to others The New Ordinary: How to turn your novel idea into an accepted reality The Encore: How to repeat the process—again and again. Imagination is one of the least understood but most crucial ingredients of success. It's what makes the difference between an incremental change and the kinds of pivots and paradigm shifts that are essential to transformation—especially during a crisis. The Imagination Machine is the guide you need to demystify and operationalize this powerful human capacity, to inject new life into your company, and to head into unknown territory with the right tools at your disposal.

The CEO of Yum! Brands, Inc., the world's largest restaurant company, offers a guide to maximizing leadership skills and motivating people. David Novak is the best at leadership, whether teaching it in this book or practicing it at Yum!--Warren Buffett.

Two world-renowned strategists detail the seven leadership imperatives for transforming companies for success in the digital era. Yes, the world is chaotic, and no one knows the details of where we're headed. But leaders must not let themselves be held hostage by fear. More than ever, you need to take charge and write your vision for your company's future. This book is your guide. For companies to succeed in the digital age, executives must reimagine their businesses before they reimagine being digital. They must courageously shed the past to rethink their place in the world and how they compete and collaborate with others to create value. Companies need to undergo a fundamental transformation, building a new type of competitive advantage—one that is fueled by scale in their differentiating capabilities. They must focus on the few capabilities that power their value proposition. And they must be measurably better than their competitors. In their new book, Paul Leinwand and Mahadeva Matt Mani, both members of the PwC US partnership and its Strategy& global team, help leaders navigate these profound and historic shifts and provide a road map for reshaping their companies. Building on a major new body of research, along with case studies of companies on the vanguard of this major shift, the authors identify the seven imperatives that leaders must

follow as the digital age continues to evolve: Reimagine your company's place in the world
Build privileged insights into your customers Create value through ecosystems Break up the
traditional organization Reposition your leadership team Reinvent the social contract with your
people Disrupt your own leadership approach Together, these seven imperatives comprise a
playbook for designing and executing the transformations that are required for companies to
succeed in the digital age.

Healthcare Management Strategy, Communication, and Development Challenges and
Solutions in Developing Countries describes the ways in which health services, public health
administration, and healthcare policies are managed in developing countries, and how
intercultural, intergroup, and mass communication practices weaken development efforts in
those countries. The book is suitable for undergraduate students, libraries, and companies
involved with government issues, foreign services, public health, third world development, and
international business.

5 Steps to Breakthrough Performance in Your Organization

Learn from the Stories of 25 Entrepreneurs Who've Built Thriving Businesses

Time, Talent, Energy

A Multinational Unleashed

Exploring an African Civil Society

Success in Africa

Revisiting Kwame Nkrumah's Vision for African Development

CEO Excellence

Who are the real power brokers in Africa? Who are the dynamic entrepreneurs making things happen on the continent? How did they do it and what are their personal stories? Africa's Greatest Entrepreneurs is a unique collection of stories about 16 of the most successful entrepreneurs and business visionaries currently operating in Africa. Each chapter is dedicated to a single entrepreneur and focuses on a sometimes tumultuous, often challenging, but mostly exciting journey to success. This fascinating and well-researched book examines the life of each entrepreneur and maps out the path each elected to follow in tackling and overcoming the obstacles that stood in the way of the realisation of their dreams. Meet, among others, Kagiso Mmusi, the Motswana transport millionaire; Richard Maponya, the South African retail giant behind Soweto's Maponya Mall; Kwabena Adjei, the rags-to-riches Ghanaian millionaire; Wale Tinubu, the Nigerian head of the Oando oil and gas giant; Ndaba Ntsele, the South African king of high finance; and Mo Ibrahim, the Sudanese-born telecoms millionaire. Each story is inspiring and informative in its own unique way. Makura sheds light on the different historical, political and economic power structures that helped create - and in some cases frustrate - these business heroes. The book shines the spotlight on and provides an unprecedented insight into a new breed of African hero - some of whose stories have never been told until now.

"Based on extensive interviews with today's . . . corporate leaders, this look at how the best CEOs do their jobs focuses on the mindsets and actions that foster an environment of excellence"--

The Founder's Dilemmas examines how early decisions by entrepreneurs can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as

inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

The Definitive Guide to Doing Business in Africa For global and Africa-based companies looking to access new growth markets, Africa offers exciting opportunities to build large, profitable businesses. Its population is young, fast-growing, and increasingly urbanized--while rapid technology adoption makes the continent a fertile arena for innovation. But Africa's business environment remains poorly understood; it's known to many executives in the West only by its reputation for complexity, conflict, and corruption. Africa's Business Revolution provides the inside story on business in Africa and its future growth prospects and helps executives understand and seize the opportunities for building profitable, sustainable enterprises. From senior leaders in McKinsey's African offices and a leading executive on the continent, this book draws on in-depth proprietary research by the McKinsey Global Institute as well as McKinsey's extensive experience advising corporate and government leaders across Africa. Brimming with company case studies and exclusive interviews with some of Africa's most prominent executives, this book comes to life with the vibrant stories of those who have navigated the many twists and turns on the road to building successful businesses on the continent. Combining an unrivalled fact base with expert advice on shaping and executing an Africa growth strategy, this book is required reading for global business executives looking to expand their existing operations in Africa--and for those seeking a road map to access this vast, untapped market for the first time.

Strategy That Works

Healthcare Management Strategy, Communication, and Development

Challenges and Solutions in Developing Countries

Doing Agile Right

Leadership Principles for the Next Era of Capitalism

The Founder's Mentality

Africapitalism

How Winning Companies Close the Strategy-to-Execution Gap

How to Succeed in the World's Next Big Growth Market

In an era of slowing growth, Africa is home to a trillion-dollar, resource-rich economy, and six of the ten fastest growing markets in the world. Success in Africa introduces the ambitious CEOs who are building the continent. These stories of growth, technology, and tradition bring life to one of the most important stories of the global economy: a successful Africa. The CEOs of General Electric, The Coca Cola Company, and Tullow Oil join Africa's leading CEOs to share insights on what wins in this fast-growth market. With twenty years of experience in frontier markets, including a decade working in Africa, author Jonathan Berman engages with top business leaders on the vast opportunities and challenges of the continent. Success in Africa pushes past the headlines on Africa's growth to answer the questions often asked by companies and investors: Who do I work with there and what drives them? How do I deal with government? What about war, disease, and poverty? What about China? How do I win? Success in Africa provides on-the-ground perspective, personal stories, and insight that Robert Rubin calls "essential reading for all who are interested in

Africa for reasons of business, investment, policy, or curiosity."

This book adopts a critical approach to the emergence and function of civil society organizations in Africa, with a particular focus on Malawi. Foucauldian and critical international political economy frameworks are used to interpret data gathered from ethnographic research in Malawi.

Based on a multiyear study of such firms as Apple, IKEA, and Vanguard, the authors warn against complexity as a strategy for business planning, advocating instead for a simple, repeatable model that provides for constant improvement.

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of The Culture Map and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, No Rules Rules is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

CEO Insights from a Continent on the Rise

Build Enduring Businesses for a World of Constant Change

The Six Success Habits of Women in Emerging Economies

How We Made It in Africa

Reclaiming Our Health

How to Spark New Ideas and Create Your Company's Future

The Lion Awakes

Exploring Global Leadership provides a reference for senior executives or those aiming at a cross-border career, to understand cultural differences across selected countries. Each semester we report on our quantitative survey-based global study, on our analyses of existing in-country leadership literature, preferably written by locals in the target language, and lastly on our empirical validations we hope to

obtain through recorded video and audio interviews. This new issue of our leadership series provides you with country-specific analysis of culturally endorsed leadership practices and expectations for the countries: Angola, Bahrain, Czechia, Egypt, Iceland, Indonesia, Jordan, Kazakhstan, Kuwait, Latvia, Malawi, Mongolia, Panama, Slovenia, Tanzania, the United Kingdom and Zambia.

*Who you hire defines everything, from business success down to who you are as a leader. That's why hiring top talent is the #1 priority of most CEOs, and yet, studies show that the majority don't believe they recruit highly talented people. As the talent economy continues to evolve, CEOs need to adapt the way they compete for talent in order to keep up. As a current SaaS CEO and former recruiter, Jerome Ternynck packs 30 years of learnings and differentiated recruiting strategies into *Hiring Success* to provide CEOs a future-ready perspective for talent. You'll walk away with the ability to attract, select, and hire the best talent at a global scale on demand--leading to hiring success now and in the future.*

*While technology and geopolitical forces change the face of business today, the patterns and challenges of organizing humans to work together across organization, culture, language and time zone boundaries remain. To face these challenges, all organizations need to be agile, networked and scalable. *Networked, Scaled, and Agile* reveals how to shape organizations that will enable people to make faster and better decisions in a more complex world. By outlining the tension between the need for agility/differentiation and scale/integration, the book offers a new way to think about this debate using the models of the Tower (vertical integration) and the Square (horizontal integration). It addresses the role of the leadership team and how the organization design process can build C-suite leaders and successors. Each chapter concludes with a series of reflection questions for leaders as well as a summary of key concepts and tips. Including case studies from global organizations, *Networked, Scaled, and Agile* reveals how organization design can address three of the biggest business challenges organizations face today: how to build a new capability across the entire enterprise; how to make the entire organization more customer-centric; and how to allow for faster innovation.*

*This book examines the perception of Africa in the global system, tracing Africa's transition from a "problem" to be solved into an agent with a rising voice in the world. Mixing Afro-optimism with heavy doses of Afro-reality and Afro-responsibility, this book calls for a new political narrative about Africa that captures the multi-disciplinary dimensions of Africa's "transition" and critically examining its ramifications. The author discusses the origins of the "Problem" perception held about Africa and explains how things are turning around and how the continent is now becoming a voice to be heard rather than a problem to be solved. He then goes on to interrogate some of the key manifestations of this new "voice" and identifies how the world is responding to the new "voice" of Africa before finally examining some of the contradictions that have been embedded in the transition. The book is strategically multi-disciplinary - emphasizing key disciplines of African studies in different chapters - for example: anthropology, ethnography, and philosophy in Chapter 1; history, in Chapter 2; economics, in Chapter 3; politics, in Chapter 4; arts, literature, and aesthetics, in Chapter 5; religion, in Chapter 6; and globalization, in Chapter 7. Through this, *A New Narrative for Africa* explores and*

analyses several of the various strands of the African studies discipline, examining the transformation of African on the global stage over the course of its history. Taking an interdisciplinary approach, this book will be of interest across African Studies, Global Affairs, Politics, Economics, and Development studies.
Voice and Agency