



Strategic Management For Africa: A Business Approach (Paperback)

By Jonathan Jackson Kilimba

AUTHORHOUSE, United States, 2006. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In this book, we hope to share some of the insights into how African businesses and economies need to be faster and smarter than they presently are, in order to gain and sustain their general and specific competitiveness, supported by appropriate leadership, creativity and innovativeness. We also emphasise the need for appropriate modifications to their socio-cultural value orientation and concerns, so that they are aligned for economic growth and wealth enhancement, in a constantly changing global and operating environment, with constantly changing business rules and boundaries. No amount of restructuring or economic reforms that does not take into account the above and other issues discussed in this book will bring about badly needed poverty reduction and sustainable economic development, competitiveness and growth for the African continent.

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