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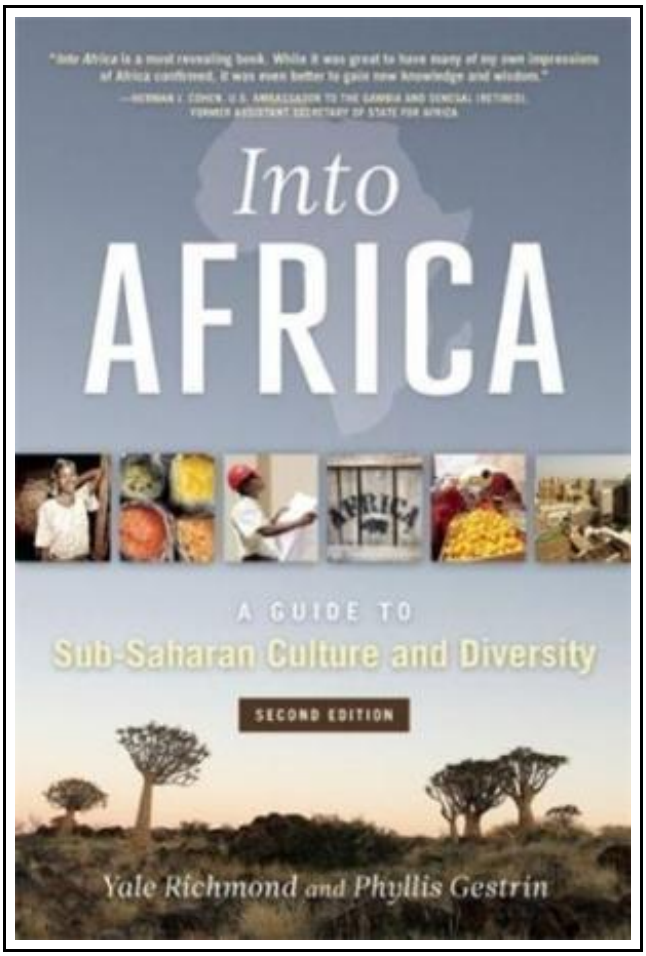

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Reviews

It is an awesome book that we have possibly go through. It is actually writter in straightforward words and phrases and not confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Tierra Kunde)

INTO AFRICA: A GUIDE TO SUB-SAHARAN CULTURE AND DIVERSITY (PAPERBACK)

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NICHOLAS BREALEY PUBLISHING, United Kingdom, 2010. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book. Across the globe, Africa is seen as the final frontier for economic development and has experienced renewed attention from both Western and Eastern nations, particularly in the last decade. The U.S., India, China and parts of Europe have all increased foreign direct investment in Africa, and yet the complexity and diversity of this vast continent pose risks and challenges for those investments. For more than a decade, Into Africa has provided valuable advice to those who are interested in traveling to, living in or working in sub-Saharan Africa-businesspeople, human rights and development workers, diplomats, academics and trainers-and anyone else who seeks a better understanding of the cultural characteristics of this dynamic part of the world. With depth and sensitivity, Into Africa examines the effects of community, ethnicity and language on doing business and establishing professional and personal relationships in African countries. The book explores regional differences, offers detailed guidelines for conducting training programs in Africa and examines issues that reflect the complex relationships involved. This new and expanded edition of Into Africa brings a fresh view on sub-Saharan Africa, showing how the nations of Africa have adapted to Western ways while retaining their cultural traditions and diversity. Authors Yale Richmond and Phyllis Gestrin explore contemporary Africa in great depth, discussing increased trade with the U.S. and Europe, the role of politics and business, changes in mass communication and the continuing threat of HIV/AIDS. A thorough, lively and carefully researched book, Into Africa is the perfect companion for anyone wishing to gain a more rounded perception of Africa and its diverse cultures.

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