Christopher Gekonge is a man with considerable business experience in Africa and a scholar on how to undertake doing business. He has written this book on how and why to do business in Africa, calling upon both his practical side and his scholarship to meld these two together in a volume of great worth in understanding the business climate in Africa.

Why is this important? This has been well summed up by the Secretary of State Hilary Clinton who stated, “I want all of my Fellow America citizens, particularly our business community to hear this: Africa offers the highest rate of return on foreign direct investment of any developing region in the world today” (Clinton, 2012).

This book lays out the social and political background of the African continent, looks at history, and documents why the future looks bright for this part of the globe. Political and economic challenges face the entire world, including Africa, but the potential for great gains seems greatest on this continent. While it may not have done all that well in the past, the future looks especially good. This book addresses the possible difficulties and prepares the reader for what to expect when moving businesses into this part of the world. The insights are not given from afar, but represent important lessons learned on the ground, with an overall view of making all the region stronger, not just benefiting a few.

As someone who has traveled extensively, I learned a great deal from reading this book and find it would be suitable for several audiences. Anyone wishing to do business in Africa or wanting to learn how to apply modern business techniques in a developing part of the world would benefit greatly from reading this volume.

Arthur L. Frank
Drexel University, USA
Arthur L. Frank is a physician and educator who practices occupational medicine. He also holds a Ph.D. degree and has done extensive work on occupational lung diseases and agricultural safety and health. He has traveled widely and lectured in Africa, Asia, Europe, and elsewhere, and has seen major changes occur in several parts of the world. He has served as a consultant to U.S. and international governments, corporations, and labor groups. He currently serves as Professor of Public Health and Chair of the Department of Environmental and Occupational Health at Drexel University School of Public Health and is also a professor of Medicine at the College of Medicine. He has carried out research in several countries and lectures widely.

REFERENCES