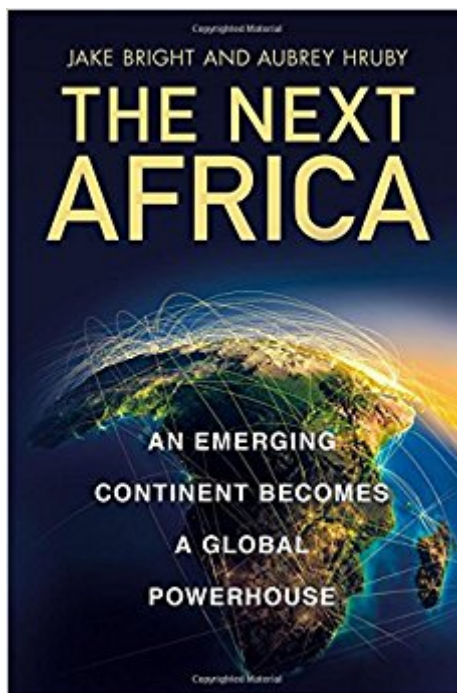




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# The Next Africa: An Emerging Continent Becomes A Global Powerhouse



## Synopsis

The Next Africa, an Axiom Best Business Book Award winner, will change the way people think about the continent. The old narrative of an Africa disconnected from the global economy, depicted by conflict or corruption, and heavily dependent on outside donors is fading. A wave of transformation driven by business, modernization, and a new cadre of remarkably talented Africans is thrusting the continent from the world's margins to the global mainstream. In the coming decades the magnitude of Africa's markets and rising influence of its people will intersect with other key trends to shape a new era, one in which Africa's progress finally overshadows its challenges, transforming an emerging continent into a global powerhouse. The Next Africa captures this story. Authors Jake Bright and Aubrey Hruby pair their collective decades of Africa experience with several years of direct research and interviews. Packed with profiles; personal stories, research and analysis, The Next Africa is a paradigm-shifting guide to the events, trends, and people reshaping Africa's relationship to the world. Bright and Hruby detail the cross-cutting trends prompting Silicon Valley venture capital funds and firms like GE, IBM, and Proctor & Gamble to make major investments in African economies, while describing how Africans are stimulating Milan runways, Hollywood studios, and London pop charts. The Next Africa introduces readers to the continent's burgeoning technology movement, rising entrepreneurs, groundbreaking philanthropists, and cultural innovators making an impact in music, fashion, and film. Bright and Hruby also connect Africa's transformation to its contemporary immigrant diaspora, illustrating how this increasingly affluent group will serve as the thread that pulls the continent's success together. Finally, The Next Africa suggests a fresh framework for global citizens, public policy-makers, and CEOs to approach Africa. It will no longer be "The Hopeless Continent", nor will it become an overnight utopia. Bright and Hruby offer a more nuanced, net-sum, and data-rich approach to analyzing an increasingly complex continent, reconciling its continued challenges with rapid progress. The Next Africa describes a future of a more globally-connected Africa where its leaders and citizens wield significant economic, cultural, and political power--a future in which Americans will be more likely to own African stocks, work for companies doing business in Africa, buy African hits from iTunes, see Nigerian actors win Oscars, and learn new African names connected to tech moguls and billionaires.

## Book Information

Hardcover: 304 pages

Publisher: Thomas Dunne Books (July 21, 2015)

Language: English

ISBN-10: 125006371X

ISBN-13: 978-1250063717

Product Dimensions: 5.7 x 29.2 x 8.5 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 17 customer reviews

Best Sellers Rank: #324,889 in Books (See Top 100 in Books) #99 in Books > Business & Money > Human Resources > Knowledge Capital #285 in Books > Politics & Social Sciences > Politics & Government > International & World Politics > African #412 in Books > Business & Money > Economics > Development & Growth

## Customer Reviews

Winner of the Axiom Best Business Book Award (sponsored by Inc. Magazine) for International Business/Globalization. "Historically, Africa has been viewed by many as a problem to solve - but now there is a growing recognition it is in fact an opportunity to seize. This book explains why Africa is now open for business - with entrepreneurs leading the way." --Steve Case, Co-Founder of AOL and CEO of Revolution "In this bold and intelligent work, Jake Bright and Aubrey Hruby give insight into the trends that GE saw that influenced their prioritization of African as a region of choice for investment." --Jay Ireland, President and CEO of GE Africa "The Next Africa captures the pulse of a continent on the move, detailing the events, trends, and people reshaping Africa's relationship to the world. It includes one of the best accounts I've read on the rise of Silicon Savannah and the technology movement driving Africa's transformation." --Bob Collymore, CEO of Safaricom (purveyor of M-PESA) "The future of Africa is a daunting subject handled with acumen by Bright and Hruby.... This is a welcome and extensive addition to the dialogue about an oft-undervalued continent." --Publishers Weekly "The future of Africa is a daunting subject handled with acumen by Bright and Hruby... This is a welcome and extensive addition to the dialogue about an oft-undervalued continent." • Publishers Weekly online "The Next Africa captures the pulse of a continent on the move, detailing the events, trends, and people reshaping Africa's relationship to the world. It includes one of the best accounts I've read on the rise of Silicon Savannah and the technology movement driving Africa's transformation." • Bob Collymore, CEO of Safaricom (purveyor of M-PESA) "Historically, Africa has been viewed by many as a problem to solve - but now there is a growing recognition it is in fact an opportunity to seize. This book explains why Africa is now open for business - with entrepreneurs leading the way." • Steve

Case, Co-Founder of AOL and CEO of Revolutionâ œIn this bold and intelligent work, Jake Bright and Aubrey Hruby give insight into the trends the GE saw that influenced their prioritization of Africa as a region of choice for investment.â • â •Jay Ireland, President and CEO of General Electric Africa"The Next Africa authors Jake Bright and Aubrey Hruby are two well-informed, influential policy wonks and business consultants focusing on all the new opportunities in the 54 countries in the continent of Africa, which is larger than the USA, China and India combined." --Hazel Henderson, seekingalpha.com

JAKE BRIGHT is a writer, consultant, and Whitehead Fellow of the Foreign Policy Association focusing on global finance, business, and Africa's transformation. He contributes as an editor and independently for publications including Fortune, The Financial Times This Is Africa, Bloomberg LP, and U.S. News & World Report. Bright speaks frequently on international business topics in media and thought leadership forums. AUBREY HRUBY is an advisor to investors and companies doing business in Africa. In her decade of working across 20 plus African countries as the former Managing Director of the Whitaker Group and through her own companies, she helped to facilitate over \$2 billion in investment and capital to the region. She is a Fellow at the Atlantic Council's Africa Center and speaks regularly on African business issues.

Jake and Aubrey have written a book that is rich with anecdotes, statistics, and factoids; skillfully woven in one compelling narrative. This is the Africa that a growing number of global players are beginning to notice. This is the Africa that Africans live everyday; not the Africa that post-colonial and Cold War mindsets keeps fresh through the willing channel of conventional media. The Four Ps: Patience, Persistence, Partnership, and Personal Relationships are the lubricants for access to the vibrant potential that so seldom features in the dominant world view of Africa. "Understanding them [the 'Four Ps'], yields a comparative advantage. One could argue that applying these principles is important to navigating any business environment, but they are especially crucial in Africa.""The Next Africa" should be required reading for anyone seeking to work or do business in or with the continent, not in the future alone, but today.

The Next Africa: An Emerging Continent Becomes A Global PowerAuthors: Jake Bright & Aubrey HrubyBy: Irwin Barkan August-2016In April 2014 Nigeria quietly passed South Africa as the largest economy in Africa, its GDP registering at \$510 Billion Ã¢ÂˆÂ“ a staggering increase of 1,600% from its 1990 GDP of \$31 Billion. The country also proudly announced the completion of a historic \$1

Billion bond placement with J.P. Morgan to global investors. Then the primary facilitator of the bond issuance “ Lamido Sanusi, the respected governor of its Central Bank “ was fired by Nigeria’s President, Goodluck Jonathan, after he exposed a \$20 Billion fraud involving state oil revenues being perpetrated by the President’s associates. So goes one of the world’s most dynamic economies; always seemingly moving two steps forward and one step backward. And since reaching these economic milestones in 2014, the Nigerian economy has been beset by plummeting oil prices, currency devaluation, energy shortages and the continuing Boko Haram insurgency “ resulting in its slowest economic growth in decades. Despite this series of developments and the resulting slowdown, Nigeria and Sub-Saharan Africa remains one of the fastest growing regions in the world. This is reflected its foreign direct investment (FDI) levels in 2015, where FDI project numbers increased by 7% and despite all of this tumult Nigeria successfully transitioned to a new elected government affirming its commitment to democratic traditions. In all these ways Nigeria reflects the enormous potential of Sub-Saharan Africa which is being realized in fits and starts, not unlike any region moving into second-world status. However, after spending the last five years traveling throughout Nigeria, Ghana and many other regions of the continent while developing shopping center and mixed-use projects I have no doubt that the “African Century” will not be denied despite all the obstacles that lie in its way. In their new book “The Next Africa: An Emerging Continent Becomes A Global Power”, authors Jake Bright and Aubrey Hruby have provided a succinct and readable analysis of where Nigeria and the other fifty-plus countries in Sub-Saharan Africa are headed. It’s a must-read for anyone wants to know the inevitable future of Africa and its dramatic impact on the globe in the next 50 years. Written with personality and laid-out in well-organized chapters that delineate the major trends in demography, consumerism, economic growth and artistic contribution occurring in the continent; Jake and Aubrey provide the compelling numbers and factors along with an interesting set of personal stories about the people they have met during their extensive travels. The easy to follow narrative with its strong factual support makes this an ideal read for investors and other readers interested in how Africa will become an increasingly important global story over the next few decades. The book ends with insightful advice on how anyone can take part in this historic shift of people and wealth. If you want to know “Why Africa?”, and you should read The Next Africa: An Emerging Continent Becomes A Global Power.

A phenomenal read. The first book that actually does a good job in covering investment, finance and technology in multiple countries in sub Saharan Africa . The stories they tell are spot on. The

authors insight, research, comprehension and level of detail is superb. They have succeeded where others have not in shining the light on what is going on in Sub Saharan Africa. Unlike many other books the book is real, it neither seeks to judge, condemn or blame it attempts to tell a true and ongoing story. The book is an easy read, has very good statistics and reminds us that although Africa is not a country the fact that so many of the same things are happening in the numerous individual countries in Sub Saharan Africa, there is a story to tell. I recommend it for both Africans in Africa, those seeking to move back to Sub Saharan Africa, anyone interested in investing in sub Saharan Africa and those curious about Africa.

Had to order it for college, and honestly, had no interest in this book, but when reading it for class, I was more aware about African economics and the business trends there. Definitely an eye opener, since not many of us are actually informed on what Africa is like, other than media broadcasts that are completely biased. Book arrived in a timely manner.

Very interesting book and informative book! I was not expecting much but bought the book based on a friends reference. I was surprised by how interesting the subject was and how well written the book was. I do not have any specific interest in Africa but learned a great deal about how it will influence business markets in the near future and look forward to watching some of this change as it unfolds.

Nice book

Tells stories about who are the entrepreneurs who have achieved success, wealth, and recognition in their African homelands, and how they did it and what to expect in the rapid growth and transformation of Africa over the next 50 years.

This was a well informed book, enjoyed reading it.

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