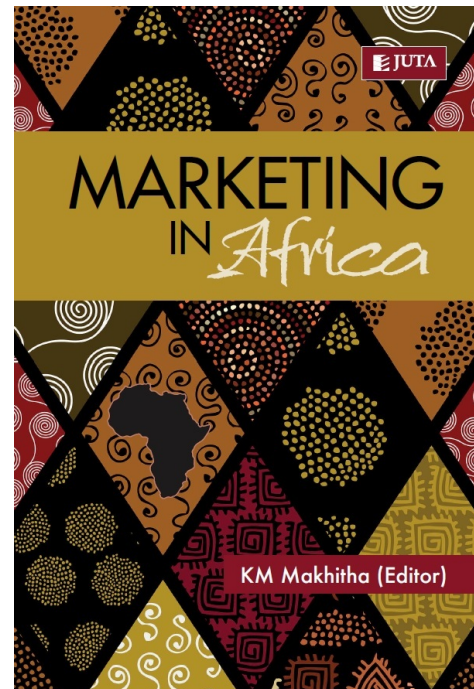


Marketing in Africa

Edition:	1st Edition
Publication date:	2019
Author/Editors:	Makhitha, M
eISBN:	9781485129356
Format:	eBook
Number of Pages:	288
Retail price:	R441.00 (incl. VAT)
Website Link:	juta.co.za/pdf/25032/



About this Publication:

In the developed world, which is a mature market, many businesses are finding that opportunities for growth have declined. As a result, they are seeking growth opportunities in developing economies. Africa is an emerging market, with some countries outpacing developed nations in economic growth. It has the fastest growing population and an exploding middle class with more disposable income. The continent is open for business and has become an investment destination of choice.

Marketing in Africa covers the key aspects of marketing in non-traditional markets and explains important marketing concepts. The book is about understanding the lucrative African markets, including informal markets, and how to market to them.

This first edition focuses on:

- expanding into Africa
- culture and marketing in Africa
- demographics in Africa and the marketing implications
- doing business in Africa
- branding in Africa
- demographics in SA and the marketing implications
- township marketplaces
- marketing to low-income consumers
- marketing opportunities in South Africa and Africa as a whole.

Contents Include:

PART 1: MARKETING - AN AFRICAN PERSPECTIVE

Chapter 1: Marketing in an African context

Chapter 2: The demography of Africa

Chapter 3: The African consumer: culture, marketing perspectives and consumer behaviour

Chapter 4: Doing business in Africa

Chapter 5: Branding and integrated marketing communication in Africa

Chapter 6: The South African consumer

PART 2 - SOUTH AFRICAN MARKETING PERSPECTIVES

Chapter 7: Township and informal market places

Chapter 8: Business expansion in South Africa: marketing implications

Chapter 9: Segmenting the South African marketplace and promotion applications from a South African perspective

Chapter 10: Product and distribution applications: a South African perspective

Of Interest and Benefit to:

Marketing in Africa is intended for undergraduate and postgraduate Marketing students, and students in other programmes such as Business Management, Supply Chain Management and Human Resources. Entrepreneurs, business and marketing executives and business consultants will also find this book useful and beneficial.