



África despierta (Spanish Edition)

Mahajan Vijay Harbin JP

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El continente africano es uno de los mercados de mayor crecimiento del mundo. En *África despierta*, el reconocido profesor Vijay Mahajan nos descubre un continente lleno de contrastes: por un lado, muestra ingentes necesidades; por otro, un sorprendente poder adquisitivo.

El libro se divide en dos partes: la Oportunidad africana, donde en tres capítulos describe la situación actual y clasifica los países según su situación actual; Realizar la Oportunidad, donde en cinco capítulos analiza las oportunidades en Organización del Mercado, de Infraestructuras, de la Juventud, en la Industria del entretenimiento y finalmente, la Oportunidades que presenta la dispersión geográfica y los diferentes movimientos migratorios que sufre la población africana.

El libro coincide con la visión que tiene la Unión Europea en el fundamento de las relaciones económicas y empresariales con África, como hemos podido ver en la Justificación del Proyecto.

La lectura de este libro permitirá:

- desarrollar estrategias para el mercado más joven del mundo
- encontrar oportunidades de mercado
- reconocer que África es más rica de lo que usted cree
- descubrir la fortaleza de la diáspora africana

Comparte cómo están teniendo éxito las empresas globales a pesar de las singularidades políticas, económicas y de recursos de África. Presenta a empresarios locales y a inversores extranjeros que están construyendo oportunidades sostenibles y rentables, incluso en los lugares más difíciles. Revela cómo China e India se están posicionando por toda África y muestra el poder de la diáspora para impulsar la inversión y el desarrollo.

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