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Sommario/riassunto

This handbook provides an in-depth analysis of business and economic activities in Africa, focusing on the continent's potential and the unique challenges it presents. Edited by Thomas Schmidt, Kay Pfaffenberger, and Stefan Liebing, the book explores topics such as regional business peculiarities, the impact of cultural imprints, and sustainable economic development in Africa. It aims to serve both students and practitioners by offering insights into effective investment strategies, the role of government support, and the implications of the COVID-19 pandemic on logistics and market dynamics. The book emphasizes the importance of recognizing Africa as a key partner in addressing global challenges like climate change and migration.
