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Nota di contenuto	A prologue to ethnic diversity in Eastern Africa / Kimani Njogu -- Ethnic pluralism and national governance in Africa : a survey / Michael Chege -- What do we share? : from the local to the global, and back again / Mineke Schipper -- Production of ethnic identity in Kenya / Karega-Munene -- Links between African proverbs and sayings and ethnic diversity / Joseph G. Healey -- (Over)riding the rainbow : ethnic diversity and the Kenyan creative economy / Joy Mboya -- Leveraging Africa's diversity for an improved image and branding / Mary W. Kimanye -- Ethnic diversity, democratization, and nation-building in Canada / Kenneth Agyemong Attafua -- Ethnic diversity in East Africa : the Tanzanian case and the role of Kiswahili language as a unifying factor / Huruma Luhovilo Sigalla -- Critical reflections on the challenges and prospects of ethnic diversity management in democratization / Eric Aseka -- Media and national identity : should

national media be relegated to the backseat? / Nassanga Goretti Linda
-- Ethnic diversity background and issues : the case of Rwanda / James
Vuningoma -- The challenges of ethnicity, multiparty democracy and
state building in multiethnic states in Africa : experiences from Kenya /
Paul N. Mbatia, Kennedy Bikuri & Peter Nderitu -- A political economy
of land reform in Kenya : the limits and possibilities of resolving
persistent ethnic conflicts / Nicholas O. Odoyo -- Epilogue - emerging
issues in managing the challenges and opportunities of ethnic diversity
in East Africa : is good governance the destiny? / Ngeta Kabiri.

Sommario/riassunto

In most of Africa, there is evidence of politicised inter-ethnic rivalry and ethnic mobilisation to acquire, maintain or monopolise power as competition for resources intensify. This volume demonstrates how ethnic diversity can be managed at a number of levels in order to improve the lives of citizens. As the contributors show, ethnicity as an identity is fluid and malleable. It can be deconstructed in order to reduce its saliency. Evidently, strong ethnic affiliation has also been viewed as a major barrier to human and economic development although ethnically bound welfare organisations do inf
