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Autore	April Kurt
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Sommario/riassunto

Sub-Saharan Africa is challenged and blessed with a dynamic mix of formal and informal sectors, laced with effective and ineffective layers of entrepreneurial behaviour and action. Being entrepreneurial is not necessarily about creating entirely new business models, but about understanding context, social needs, environment, supply efficiency and security, the socio-economic layout, knowing the pain points for a society, community and for individuals, and seeking to relieve some or all of that pain by stepping into the available gaps or opportunities.

_x000D__x000D_ This book offers numerous ideas and perspectives on how to close these gaps, successfully navigate these challenges and implement practical, innovative solutions to constructively serve societies through the many obvious (and less obvious opportunities) on the continent._x000D__x000D_ Drawing on the insights of numerous global academic leaders, entrepreneurial business founders and owners, as well as leaders of NGOs and other civil society organisations, Values-Driven Entrepreneurship and Societal Impact will

broaden your understanding of the key challenges and opportunities around entrepreneurship in Africa.
