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Autore	Carlowitz Philipp von
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10. Accessing the African Market through a Sales Partnership: The Local Importer Perspective -- Chapter 11. Establishing a Sales Subsidiary to Access the East African Market -- Chapter 12. Market Entry by Leveraging Export Credit Financing to Succeed in African Infrastructure Projects -- Chapter 13. Providing Finance to Access African Markets: New Business Approaches in the Solar Energy Industry -- Chapter 14. Contemporary Marketing Practices in Africa: Challenges and Success Factors -- Chapter 15. Distribution: Understanding Customer-Facing Logistics in Africa -- Chapter 16. Being Competitive in Sub-Saharan African Markets: The example of a German Material Handling Equipment Producer -- Chapter 17. Setting-Up and Running an Efficient Distribution Channel in Sub-Saharan Africa -- Chapter 18. Innovative Approaches to Customer Access in the African Informal Markets -- Chapter 19. E-Commerce Marketplace – Selling Spare Parts to Repair Shops in Kenya -- Chapter 20. Managing the Supply Chain in Africa: The Role of Innovative Technologies in National and International Logistics -- Chapter 21. Petroleum Supply Chain to the Mining Sector into Landlocked Zambia -- Chapter 22. Kenya – Logistical Gateway to East Africa -- Chapter 23. Acquisition of a Pharmaceutical Manufacturing Site in Kenya -- Chapter 24. Project Business: Proven Partnership in EPC Contract Implementation in Nigeria -- Chapter 25. Navigating Challenges and Opportunities in Africa's Shifting Talent Landscape -- Chapter 26. Managing a Business Unit in East Africa: Leadership and Cultural Mediation -- Chapter 27. The Human Resources and Leadership Dimension of Managing a Business in Uganda -- Chapter 28. Finding and Retaining Qualified Talents in Rwanda's Automation Industry -- Chapter 29. Employee Retention Strategies Beyond Remuneration: Nigeria as a Case Study -- Chapter 30. Africa Is Not One Country: FX Funding Experiences in South Africa and Nigeria -- Chapter 31. Project Financing and Risk Mitigation for Business in Africa.

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#### Sommario/riassunto

This edited book combines academic and managerial insights on achieving business success in Sub-Saharan African markets. It offers a holistic view of business in Africa by addressing key elements of a business model. After a part that presents situational analyses of the business environment companies encounter in Africa, the book delves into the operational analysis. Each section is introduced by a conceptual chapter written by academics to set the stage and provide an overview of the pertinent issues for the subject matter in Africa. Subsequent chapters written by managers offer in-depth insights into some of the specific issues, challenges, and actions companies engage in while doing business in Africa. The sections cover market entry forms, sales, marketing and distribution, supply chain and logistics, as well as leadership, human resources and financing. The book brings together the European and the African perspectives as operational business issues are equally relevant for all companies. The authors come from a wide range of countries, from the USA to Europe and Africa, and cover a multitude of industries. The book is appropriate for both European and African practitioners and scholars. About the Editors: Prof. Dr. Philipp von Carlowitz teaches and researches at ESB Business School of Reutlingen University (Germany). He is the head of the research group Doing Business in Africa and has published widely on the private sector perspective on African markets. He is a sought-after keynote speaker, expert on business in Africa, and a consultant to companies and public & international institutions alike. Dr. Simon Züfle is a research fellow in the Doing Business in Africa research group at the ESB Business School of Reutlingen University (Germany). His research and consultancy delve into various topics in the African

context, such as the interrelationship of geopolitics and business, market entry strategies, sustainability management, and innovation and entrepreneurship in tech hubs.

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