

**Going the extra mile - a guide to trading in Africa by Luyton Driman**

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Driman speaks from experience as he conveys the joy he gets from tropical Africa and in his book he invites you to follow suit..

'Going the extra mile' helps to clear any misperceptions and indifference to entering the greater-African market. It inspires companies or individuals to approach this lucrative market with confidence, through Driman's own African business experiences.

The book helps companies glean inside information of how to export to any African country. It is a practical hands-on approach, easy to understand and has many reference points giving real examples that will help exporters, manufacturers, distributors, traders and agents. It shows how to get the job done as opposed to being told how to do it.

Starting with an overview of the economic communities in Africa, to a hands-on plan to start the project, to a list of SA Embassies throughout Africa, to closing the deal, getting the order, keeping the customer, alternative selling channels, global competitors and personal feedback from his thumbnail tour of Africa.

In the words of Eugenio FD Andrea, South African Embassy, Gabon, "Driman's success in penetrating the tough markets in central Africa, is a testimony to the effective, efficient manner in which he conducts himself and promotes business.