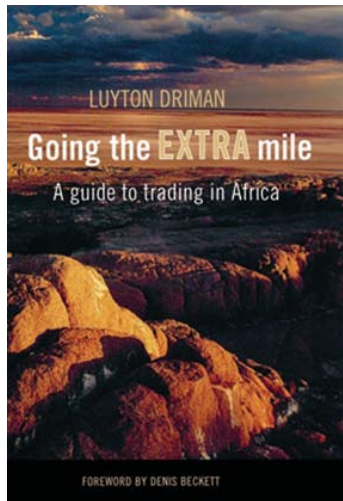


# EXCLUSIVE BOOKS



## Going the Extra Mile

Going the Extra Mile is a thorough guide to doing business in Africa. With plenty of experience on the subject, Luyton Driman attempts to clear up some of the misperceptions and indifference to entering the greater-Africa market, providing valuable trading advice on winning against the odds. In this book, Driman takes a look at a variety of important topics and elements, including how to start and get the order, how to maintain your customers, alternative selling channels and the International trade bureau. He also explains how to overcome the challenges presented by instability, the HIV/Aids pandemic, increasing international competition, poor infrastructures, haphazard communications, and the occasional armed conflict. Here and there, Driman also includes some of his personal travel anecdotes, showing the human side of the complex and amazing continent. Going the Extra Mile is bound to inspire companies to approach this lucrative arena with a bit more confidence.