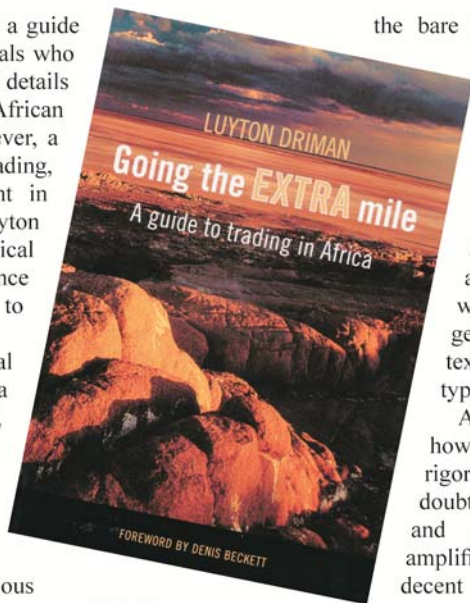


An African business Bible

Going the EXTRA mile is a guide to companies and individuals who wish to get inside facts and details of how to export to any African Country. This is not however, a stereotypical book on trading, nor is it boring or scant in content. The Author, Luyton Driman, presents a practical account of personal experience with numerous references to examples and comparison.

Speaking from personal experience, Luyton Driman, a South African himself, conveys a love and rapport with Africa. His goal in the book is to illustrate that this passion is easily gained despite the fact the continent has a dubious reputation. Since he has done over 120 trips and covered 32 countries in 13 years of business, Driman is in good position to take the reader closer to what he calls “the vibe, the pulse, the heat, the trading highs and trading lows” that occur throughout Africa.

What is essentially a very dry topic has been given life by this adventurous author. The substantial amount of information has been broken down into sections, sub-sections and every topic is supported with case studies to back it up. This isn't a long, drawn out book either, so only



the bare necessities are given. For example, each of the 12 chapters is roughly 20 pages with topics ranging from “where do you start?” and “what and who am I up against?”

His use of colourful maps and country break-downs is also beneficial to the reader who may have a tendency to get lost amongst a jungle of text. The big, double spaced type is also a thoughtful bonus.

At the heart of this book however, is great advice from rigorous research. There is no doubt that Africa is high risk and problems are somewhat amplified by a general lack of decent infrastructure and poor communication. Driman sees a large upside in the challenge and believes that the constant change in the region means bright exporting prospects and advantages that far outweigh the disadvantages.

When you consider the considerable success that he has had conducting business in Africa, it's hard to argue. If you have an interest in trading, exporting or in African business politics, this is a very handy read and reference tool.

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