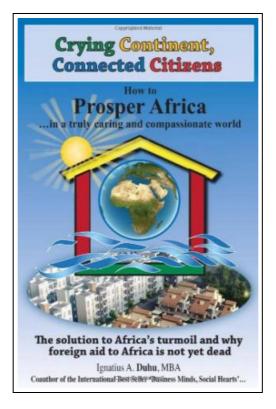
# Crying Continent, Connected Citizens: How to Prosper Africa in a Truly Caring and Compassionate World (Paperback)



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Profits Publishing, United States, 2011. Paperback. Condition: New. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This is the second title in the Global Prosperity Book series, which is written to explain the first title, Business Minds, Social Hearts differently and show how the ideas and concepts can specifically work for Africa. I am aware that the outside world may not be able to comprehend the situations and circumstances of the less-privileged people especially those in rural villages in Africa. However, what the world should not do is to continue to give more attention and preference to charity while ignoring social investments/enterprises. This book says that it is now possible to use available technologies and other tools to pursue bottom-up (not top-down) development models directly targeting the local people, their small companies and communities so that Africa can truly be opened for business attracting opportunities from the economically more advanced nations. Few years ago, the developed countries governments provided foreign aid and other charitable initiatives to national governments in Africa, while frequently ignoring small enterprises in the private sector. Time has changed and in this Internet age, there is need for more emphasis on investment and enterprise in small businesses of poor people if the desired development of the continent will happen. Now is the time to popularize the concept of international social investment and entrepreneurship first before charity. In order to attract and retain international private investors into African businesses, it is important that business mindset and profit motive be the driving force in Africa s development strategies.

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