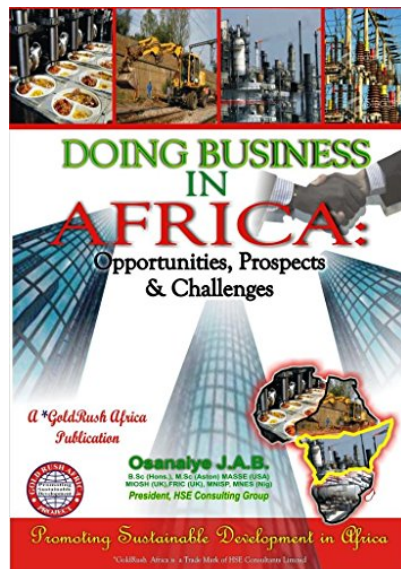


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In Africa, the social-cultural practices are strong deterrents to accountability, transparency and regulatory compliance, which are the pillars of good governance. The primary objective of this book is to guide African entrepreneurs, existing, potential and prospective investors, foreign personnel and ambassodorial/consulate officials, government establishments with investments, industry and trades responsibilities, university communities including lecturers, undergraduates and graduates on the principles and practice of entrepreneurship. The lessons of the publication should also empower the entrepreneurs to plan, organize, and control small and medium enterprises in Africa either as owner-managers or as employed professionals. The book is recommended for practicing African entrepreneurs as well as the professional managers engaged in the management of small and medium enterprises on the continent. It could also become an indispensable working tool for the policy makers, economic planners and executives charged with the responsibility of export, import and SME administration in the public services. The book should also serve investors as an invaluable reference material for credit administrators and investors in the banks, stock brokerage firms and other financial institutions in Africa. To supplement teaching by lecturers in African universities and other tertiary educational institutions, the publishers have also prepared various curricula on entrepreneurship, project management and investment opportunities for use by African universities and polytechnics. The various curricula and their modules are available free for adoption in institutions across Africa, in addition to the Publisher's free newsletter, 'A Guide on Investment Opportunities in Africa,' available for free download on Amazon and on [goldrushafrica.com](http://goldrushafrica.com).

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