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FROM PRINCIPLES TO BEST PRACTICES: A MAKING MARKETS MATTER GUIDE TO MANAGING AFRICAN AGRIBUSINESSES



Market Matters Inc., United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English. Brand New Book ***** Print on Demand *****. This book is built on fifteen years of experience in capacity building for African small and medium agro-enterprises through the Making Markets Matter training program. The authors recognize that the African business environment for SMEs presents unique challenges and opportunities that may not respond well to standard business management tools. To address this issue, this book...

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- · Authored by Ralph Christy
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