



Effective People Management in Africa

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For many decades, unheard indigenous business leaders and entrepreneurs in Africa, drawing from their ground-level experience, have intuitively felt that organizations and management of people in Africa needs a different approach; one that must be deeply embedded in the African context. These business leaders constantly advocate for home-grown solutions, or at least engage in selective adaptation with foreign management practices, for a number of reasons. First, there has always been the sense that any management of organizations which fails to embrace the dictates of the local contexts with deep-rooted knowledge and experience is bound to fail. Second, indigenous business leaders believe that local context knowledge and experience would inspire and empower people to seek 'best practice' initiatives, that would then work as a catalyst to generate local ideas and values that are crucial to effective people management, organization and national development-resilience. Such an approach would also promote self-reliance, confidence and social cohesion. This volume therefore suggests approaches to managing people and organizations that reflect and satisfy the objectives and interests of multiple stakeholders in Africa.

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