



# **Into Africa: A Guide to Sub-Saharan Culture and Diversity, 2nd edition**

*Yale Richmond, Phyllis Gestrin*

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# Into Africa: A Guide to Sub-Saharan Culture and Diversity, 2nd edition

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*Into Africa: A Guide to Sub-Saharan Culture and Diversity* provides valuable advice for those who are interested in doing business or working with organizations in sub-Saharan Africa, for professors of African studies, for trainers and development assistance professionals and for anyone else who wishes to learn more about this dynamic part of the world.

In this thorough, lively and carefully researched book, authors Yale Richmond and Phyllis Gestrin explore the complex cultures of contemporary Africa and bring them to life. This book examines the significance of community, ethnicity and language when doing business and establishing professional relationships in African countries. In addition, it explores regional differences, offers detailed guidelines for conducting workshops and training programs in Africa and examines issues that reflect the complex interrelationships involved. *Into Africa* is the perfect companion for anyone wishing to gain a more rounded perception of Africa and its diverse cultures.

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