



The Changing Dynamics of International Business in Africa (AIB Sub-Saharan Africa (SSA) Series)

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Africa is rising. Once dubbed "the hopeless continent", it is now widely regarded as the next growth frontier for global capitalism. Over the last decade or so, the continent has become more fully integrated into the global economy with a phenomenal surge in foreign direct investment from emerging economies. The increase in the power and influence of emerging market multinationals is dramatically changing the business landscape in the region, and prompting discussions on the decline of the West in Africa. However, it is not only emerging market multinationals that are rising in Africa, as many 'home-grown' giants are expanding and successfully competing regionally.

The research papers and cases in *The Changing Dynamics of International Business in Africa* provide multi-disciplinary insights on the opportunities and challenges of doing business in Africa, as well as on the changing competitive dynamics in the region, as Western, BRIC and African multinationals intensify their fight for market dominance.

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