

A review of research into marketing in Africa: Little-known variables and prospects or « informal » marketing and prospects for SME in Africa
by Léopold Lessassy, page 73

Research upon marketing in Africa used to consider occidentals companies practice as models. However, historical and political context are important as far as marketing impact is concern.

Différents crisis in Africa conducted toward an informal system, showing an interesting example to follow by little entreprises, future of african countries economy (on context of CFA currency devaluation, and huge waves of privatisation). This study framework stands on interviews with little entreprises managers from Congo.

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