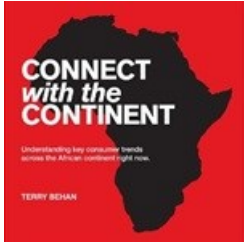


Consumer trends publication - Connect with the Continent

Terry Behan, MD of VWV Africa and the Middle East, has recently released a book, 'Connect with the Continent - Understanding key consumer trends across the African Continent right now', to help aspiring businesses build businesses and brands across the continent.



Few resources

An honours degree graduate of Vega, he believes that while many are attempting to create and sustain brands, few have the resources and ability to go about the task properly. "I realised that there are lots of publications out there that address the macro level opportunity that Africa offers, but very few people have unpacked how to go about unlocking those opportunities at a qualitative level. I want this book to help entrepreneurs and businesses understand the ins and outs of building

brands on the African continent. People are aware that Africa has great potential for business because it has rich deposits of minerals and other resources. However, people do not understand that good branding can revolutionise a product or service."

Passion for building brands

Vega graduates, such as Behan, have learnt that without the correct insight, a brand, product or idea will never really hit the mark.

"I came into Vega as a mature student, with about 15 years' experience already under my belt. However, my time there taught me to listen better and see with new eyes. It taught me how to rethink and reimagine the world I operate in and rejuvenated my passion for building brands," Behan concludes.

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