Title of Article: African Development: Marketing Strategies as Roadmap to Sustainable Development.

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Abstract  African Development: Marketing Strategies as Roadmap to sustainable Development:

No reform by any of the African governments will be complete today without policies put in place to promote a sustainable development and improve the living standard of the citizenry. The paper x-rays the meaning of marketing concept and how its faithful adoption by African companies can enhance a sustainable development. It also analyzes the various marketing strategies, which could make African nations as well as their companies, be on the right path of sustainable development. The paper makes useful policy recommendations that will make the business sector deliver sustainable development to African nations.

Key words: Africa, Sustainable, development, marketing concept, African companies.