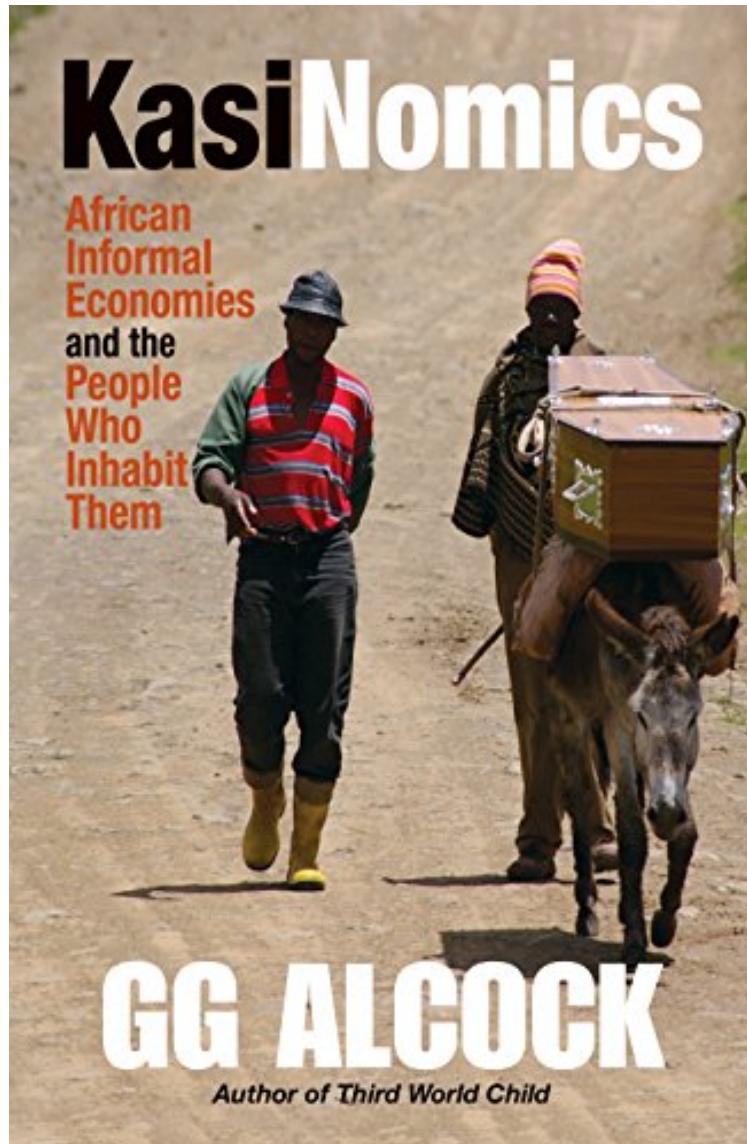


[FREE] Kasinomics: African Informal Economies and the People Who Inhabit Them

Kasinomics: African Informal Economies and the People Who Inhabit Them

GG Alcock

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GG Alcock : **Kasinomics: African Informal Economies and the People Who Inhabit Them** before purchasing it in order to gage whether or not it would be worth my time, and all praised Kasinomics: African Informal Economies and the People Who Inhabit Them:

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The main theme of *Kasinomics* may be the art of marketing consumer goods to townships - a large segment of the South African population. In reality it is a superbly written insight into the lives, habits and histories of the people we (as residents of the suburbs) interact with on a daily basis but yet remain largely strangers as we hardly ever have the opportunity, or the desire, to immerse ourselves into their inner sanctum, the places they live and eat, laugh and cry. Over the years I have visited and mingled in numerous off the beaten track sections of our divided society and thought I thought myself quite knowledgeable on the lives of my countrymen. However, this book was an eye-opener of note and I will never see the streets of South Africa the same again. From the lady who sells her vegetables on the street corner to the countless little spaza shops, the queues at the taxi ranks - all is bathed in a new and exciting light. Thanks to GG Alcock who introduced me to many unknown facets of my country of birth with this humorous, entertaining and book brimming with new insights. Not only a marketing marvel but a source of dinner table stories par excellence. 0 of 0 people found the following review helpful. Loved the book! Great read! Lots of insight into areas that I do not experience every day. Loved the way it was written! From the heart, say it as it is! #LoveSA and our people. 0 of 0 people found the following review helpful. What an eye opener! By dawiedup Highly entertaining and informative. A guide for the beginner entering the invisible world of the informal business world in South Africa.

Kasinomi is a book as eclectic, mysterious and colourful as the places and people it explores. eKasi, the lokasie, the South African township, once an apartheid ghetto, is today an amazingly transformed place. This township today is an eclectic mix of mansions, shacks, spaza shops, rocking taverns, hawkers, taxis and hot wheels. In this kasi there are vibrant businesses, energetic people, a tightly networked social community and abundant hope. That is not to say there isn't extreme poverty, suffering and dissatisfaction, particularly on the peripheries in the huge shack settlements, but to paint the place as a slum is a massive mistake. *Kasinomi* attempts to cast a light on the invisible matrix at the heart of South Africa's informal economies and the people who live in them. Living and doing business in African marketplaces requires an ethos uniquely suited to the informal, to the invisible, to the intangible. *Kasinomi* will take you down those rural pathways, weave between claustrophobic mazes of shacks, browse a muti market, visit a spirit returning ceremony and save money with gogo in a stokvel among many more people and places. After almost twenty years of focusing on marketing to the informal sector, GG Alcock, CEO of specialist marketing company Minanawe, showcases a number of groundbreaking and very successful case studies in this invisible informal world. His vivid anecdotes and life experiences and how they link to understanding and inspiration for business ideas will make you gasp, laugh and shake your head in wonder.