



Kasinomics: African Informal Economies and the People Who Inhabit Them

GG Alcock

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Kasinomics 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. Kasinomics 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. Kasinomics 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.

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