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Emmanuel Nnadozie is an educator, economist, professor of economics and author. His scholarly works are in the area of economics and development in Africa. This includes African Economic Development. He has also contributed to research journals such as the "Journal of African Finance and Economic Development", Journal of College Student Development. He has been a Research Fellow at the University of Oxford and a visiting professor at the University of Carolina - Charlotte. He is currently Executi

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world be seen as one ecosystem and that the economic development process should include ecological and environmental issues as an essential component. (Aina, 1996) 3. Sustainable Development Challenges in Africa

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The central objective of this seminar is to analyse the processes and
problems of the economic development of Sub-Saharan Africa. The
seminar will begin with a brief survey of Africa ' s development.
Attention will then focus some aspects of human development in
Africa, namely demography, poverty and income distribution,

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education and health.

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President of Nigeria Economic Society, Director of Research, African Economic Research Consortium (AERC) Nairobi and Director-General, Nigerian Institute of Social and Economic Research (NISER), Ibadan.

AFRICAN ECONOMIC DEVELOPMENT

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In a sweeping survey of African economies, leading scholars offer the latest research into the biggest current influences on African growth and development, taking account of relevant institutional contexts as

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well as significant or unique problems that have slowed Africa ' s progress.

Why has Africa remained persistently poor over its recorded history? Has Africa always been poor? What has been the nature of Africa's poverty and how do we explain its origins? This volume takes a necessary interdisciplinary approach to these questions by bringing together perspectives from archaeology, linguistics, history, anthropology, political science, and economics. Several contributors note that Africa's development was at par with many areas of Europe in the first millennium of the Common Era. Why Africa fell behind is a key theme in this volume, with insights that should inform Africa's developmental strategies.

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African countries are pursuing a number of development agendas toward achieving economic growth that is inclusive, pro-poor, and sustainable, particularly the type that can unleash the potential of women and booming youthful populations. However, available evidence shows that many African countries have experienced economic hardships and have performed more poorly than other developing and emerging countries in the global south.

The Handbook of Research on Institution Development for Sustainable and Inclusive Economic Growth in Africa is an essential

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research publication that provides comprehensive research on the processes of building viable institutions in Africa that will serve as the fulcrum for utilizing and managing resources as well as promoting economic growth that is inclusive and sustainable. Featuring topics such as climate change, financial development, and poverty, this book is ideal for researchers, policymakers, developers, economic professionals, academicians, government officials, business professionals, and students.

The challenge facing African leaders is whether to completely adopt democratic institutions as its form of governance. The book examines Africa ' s experience with this form of democratic governance since independence and its impact on economic performance.

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This study focuses on the role of advertising in the process of social mobilization and modernization in Nigeria by examining the cultural reflections, the nature and characteristics of the messages, and the values and symbols conveyed in Nigerian mass media advertisements. In this remarkable study, Emmanuel C. Alozie has attempted to explore the role of advertising in the national and economic development of Nigeria. Examining this role through a combination of quantitative content analysis and critical cultural methods, he has pursued a number of basic research questions. For example, one question asks: what proportion of the advertisements in Nigerian mass media is directed to business entities as opposed to ordinary consumers? The answer he provides presents an interesting perspective on advertising's role. His research also found that most ads were product related, and less than a third of the ads were related to service,

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one indication of the relative underdevelopment of the economy. Ads also promoted largely nonessential products and services to the tune of 65 per cent. developing country like Nigeria, the multitiered government agencies would provide a major share of the media advertising. In reality, only a tiny proportion (about 5 per cent) actually came from government sources, the rest of the advertising was provided by the national and multinational corporations. Alozie also found that Nigerian sponsors tend to promote goods of foreign origin over those of Nigerian derivative. Overall, he found that less than half the products and services advertised (42 per cent) were of Nigerian origin, with much of the products nonessential in nature. Advertising messages with embedded appeals have the potential of manipulating consumers, and promoting unproductive consumption habits among consumers in a situation of scarcity. Therefore, the appeals that are

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used in the advertising content become an important issue in a developing nation like Nigeria. Alozie did not find extensive use of the image, youth and sex appeals in the ads so prevalent in the West, even though some of these appeals were found to have crept into the content. primary selling point. In addition, emphasis was on savings, family and safety for products regardless of whether the ads featured high involvement or low involvement products and services. For decades, policy makers in the developing world have debated the need for using mass media for human-resource moralization by emphasizing developmental themes. To what extent Nigerian ads contain developmental themes is a question Alozie explores. He finds that some ads do contain developmental themes, such as, savings, self-development, modernization, investment, hard work, competition, etc. These themes, however, appear rather infrequently. Financial

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institutions emphasize developmental themes, while manufacturing enterprises do not. The author underscores the need for the government to encourage private and public corporations to include developmental themes in their advertising messages to promote individual as well as communal or collective interests. messages, the author draws some broad conclusions that provide significant insight into Nigeria's prevailing advertising scene. For example, he concludes that the degree of information on products and services available in the country is inadequate because of low-level advertising. Even though developmental themes are employed in advertising messages, the sparsity of their use is not likely to promote national development. Broadcast advertisements are more democratic than those in the print media primarily because they promote products and services more affordable to the average consumer. In general, consumer products

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advertised in Nigeria are frequently of foreign origin and, therefore, they are targeted to the elite who can afford the expensive nonessential products. The author recognizes the value and need for advertising that can disseminate not only beneficial information about products and services, but can also serve as an effective tool in government's hands to promote information on significant social and developmental issues and policies that will affect the public. scholars and researchers have contributed to the sizeable existing literature on development, few have examined advertising as a meaningful means of communication for developmental messages and values. Through his study, Alozie has attempted to fill this void. Students and scholars with an interest in the media of developing nations will find the articulation of the various theories concerning socio-economic development quite stimulating. But more importantly, by answering a range of significant questions

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about the nature and types of advertising messages published or aired in the Nigerian mass media, discussing what themes and values they contain, and how relevant they are or influence the developmental goals of the nation, the author offers a study that is useful, insightful and rewarding.

A deepening ecological crisis is rearing its head in sub-Saharan Africa, as it faces a myriad of challenges in regards to the development of its energy sector. The ‘ dirty now and clean up later ’ approach to the environment has a strong appeal, particularly because it is often thought of as the last place to try to edge in another priority - especially if that priority is perceived by many to be an economic luxury. Asuelime and Okem bring together a team of specialist contributors who investigate to what extent sub-Saharan Africa has displayed

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foresight or politico-economic integrity. The book shows the state ' s ability to meet the demands of provision of energy in sub-Saharan Africa has led to heavy investments in infrastructure, transmission and distribution of energy to the citizens. However, the inefficiencies, corruption and unhealthy bureaucratic challenges that accompany this have led urgent problems, which will be thoroughly explored in this book. The Political Economy of Energy in Sub-Saharan Africa will be of interest to students and scholars of African Studies, Development Studies, political science and environment.

Cameroon is rich in petroleum, minerals, tropical forests, wildlife, water systems, fertile lands, and much more. Paradoxically however,

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most citizens live in abject poverty and without jobs, potable water, electricity, good healthcare and roads. This book is a thoughtful interrogation of some of the structural factors driving persistent poverty in Cameroon in the midst of natural resource abundance. It engages in a multidimensional critical analysis of the impact of natural resources on basic development indicators and concludes that good resource governance and sound management are the missing link. Natural resources alone will not create socio-economic prosperity void of good management with a clear development vision and strategy in Cameroon. The book assembles a wide diversity of analysis, views, perspectives and recommendations from economists, development experts, social and political scientists, on Cameroon ' s current development inertia. What emerges in the end is a coherent interdisciplinary analysis of the natural resource-development paradox

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as it plays out in an African setting. Theories and good practices from Africa and beyond are systematically applied to identify and critique present policy and management approaches while providing alternative options that can unlock Cameroon ' s natural resource wealth for national prosperity.

How does power impact on sustainable development?

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