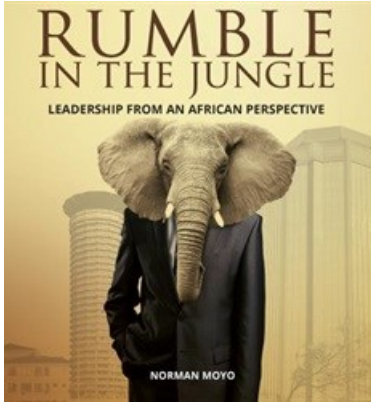


Rumble in the Jungle on making different choices in leadership

On Friday, 5 September 2014, Norman Moyo launched his book, *Rumble in the Jungle*, at an event in Dar es Salaam, Tanzania.



Moyo worked at Celtel Nigeria as Chief Marketing Officer where he was responsible for growing the Nigeria business from 4.5 million to 17 million customers, and revenues from \$500m to \$1.6bn, from 2006 to 2008. In January 2009 Moyo moved to Zain group, headquartered in Bahrain, as Group Marketing Director before joining Zantel as CCO/CEO.

In terms of thought leadership, *Rumble in the Jungle* explains differences between greatness and mediocrity, as well as successful and ailed states. According to Moyo, making different choices in leadership, and by putting the right people in the right places, we can solve many of the puzzles that strain this continent in achieving its full potential. Choices for the next generation, not the next election.

Told from an African perspective, Moyo stresses the importance of understanding one's own values and how it lends insights to doing business by illustrating the day-to-day struggles that we all face, and how to survive them. The stories and case studies in this book are revealed by the deep practical experience that Norman gained from working and operating in different markets such as Tanzania, Zimbabwe, Kenya, Zambia and Nigeria.

Key sentiments

The key sentiments reflected by this pan-African business leader are the challenges of leadership in corporate, social and public institutions across the continent, which has been a subject for great debate at many different forums regionally and globally. The call for good leadership, in Africa, is one which has been getting louder and louder by the day.

Moyo's book is described as a source of inspiration when it comes to the exposure of the rich, untapped potential that the continent possesses. As one commentator put it, most eloquently, "the number one biggest economic driver for this continent is not its oil, gas, gold, diamonds, but LEADERSHIP. This is not a new idea to any of us here, but Norman has simply taken the conversation out of the intellectual realm of debates, here in Tanzania and across the continent. I am very encouraged to see a new crop of pan-African business leaders beginning to engage in being part of their destiny".

The cover design was developed by a local Tanzanian creative agency, Aggrey & Clifford, who were also responsible for developing and implementing all launch communication.

The book is available in book stores in Tanzania and on Amazon.com.



Norman Moyo signing books at the book launch.