

African author on the roll

Author of the bestselling *Africa's Greatest Entrepreneurs* and the publisher of the latest version *SA's Greatest Entrepreneurs*, compiled in partnership with the Gordon Institute of Business Science and launched last week, Moky Makura is on a mission to capture Africa's stories and prevent the continent's history and heritage from being eroded.

By [Matebello Mbitloug](#) 15 Sep 2010

"There's something that's just magical about books. I believe if you want to leave a legacy, write a book. With books, history can be passed on from one generation to the next," says the Nigerian-born SA media personality.

Makura is the founder and owner of MME Media SA, a publishing company with two aspects to it: sponsor or branded books; and, recently, Nollybooks, a mass-market fiction imprint, which has launched a genre called "chic lit" in SA.

These easy-to-read "bookazines" are aimed at encouraging reading and book clubs among young women. The books include a glossary of words, discussion topics suggested by a sassy character called Sis Nolly and interviews with celebrities on books that changed their lives.

Makura says Nollybooks was born out of a need to create relevant and entertaining content for the mass market, written by SA authors, many of whom have never been published.

A part-time actress who launched her Morningside, Johannesburg, company with her own money, Makura says income margins are tight and success "does not happen overnight".

Source: *Financial Mail*