2018 CATALOGUE
When Feyi Olubodun, CEO of one of West Africa’s leading creative agencies, witnessed one too many cases of brands failing in the African marketplace he began to ask himself questions:
- Why did brands, both global and local, so often fail to connect with the African consumer?
- What was it about the African market that brand owners were not seeing?

He began to reflect on his own marketing experiences and out of this emerged the framework for *The Villager*.

In Feyi’s view, the African consumer begins his life’s journey by moving from the village, his rural dwelling, to the city, carrying with him not only his own dreams but also the dreams of his community. He is a highly aspirational consumer, motivated to succeed, and he becomes the economic portal for the rest of his community back home. But although he may be exposed to global influences and technology, his essential identity remains largely intact. This is why Feyi calls the African consumer a Villager. The Village is no longer a physical space; it is a psychological construct that defines him and the filter through which he engages with and consumes brands.

In developing his construct, Feyi posits that if you wish to engage successfully in a market you may not understand, you must have the right ‘lenses’ to view a people. He believes the secret lies in applying these lenses at the confluence of commerce, culture and consumer. Data is not enough to understand the vagaries of a particular market. Drawing on his wide experience and wealth of astute observations, he provides a highly readable and indispensable guide to the mindset of the African consumer today.

*The Villager* is essential reading for brand owners wishing to conquer new markets.

FEYI OLUBODUN spent four years at medical school before changing to another course of study. He transferred his interest in humans from the anatomical to the psychological and graduated with a degree in psychology.

Feyi began to follow the questions in his life – questions about humans, brands, businesses and African institutions.

These questions led him to the path of working as a Data Analyst and Marketer Researcher, at TNS-RMS for several years. The same questions led him to Insight Publicis, where he was Strategy Director for some years before being promoted to Chief Operating Officer. Along the way Feyi got his Global Executive MBA from the Duke University Fuqua School of Business, and in 2016 he was appointed Managing Director/CEO of Insight Publicis Nigeria.

Feyi is still following his questions, reflected in his daily work with clients who want to win in the African market, and in working to build an African creative agency for the future.
Money is the most important human invention after language. It provides tokens for the faith we have in each other and society—but that trust has been violated repeatedly throughout history by the middlemen and authorities we rely upon in order to transact with each other.

Now a new kind of money promises to rescue us from these tyrants and return us to the roots of money, without relying on third-parties.

Instead of putting our faith in banks and governments, we can trust math.

SIMON DINGLE has been working with Bitcoin and other cryptocurrencies since 2010, designing products that make it easier to engage with this new world of money and leading the development team behind Luno, one of the biggest Bitcoin exchanges in the world today. Now he heads up Inves Capital, a company working behind the scenes at the forefront of the cryptocurrency industry.

In his first book Simon looks at the evolution of human trust that not only explains how cryptocurrencies work and the origins of Bitcoin, but how you can use these networks to take control of your own financial universe.

A highly readable account of a complex subject, *In Math We Trust* is all you need to find out about the future of money.

What if you were your own bank?

SIMON DINGLE has been working with Bitcoin and other cryptocurrencies since 2010, designing products that make it easier to engage with this new world of money and leading the development team behind Luno, one of the biggest Bitcoin exchanges in the world today. Now he heads up Inves Capital, a company working behind the scenes at the forefront of the cryptocurrency industry.

Simon is also a popular conference speaker and guest on radio and television where he works to help people take control of their own financial world, in addition to his weekly radio show on 5FM that helps people with technology more generally.
MEETING YOUR POWER
Returning Home to Yourself
DJ ZINHLE & NOKUBONGA MBANGA

A message for today’s women –
it is time for you to step into your starring role.

Being empowered is a choice; it is a daily decision that defines who we are and it is accessible to everyone.

Meeting Your Power is a reminder that power is inside all of us, and that your journey to empowerment begins with you!

This is the story of two remarkable women, DJ Zinhle and Nokubonga Mbanga, who have experienced life’s ups and downs. They share the lessons learnt on their life journeys through inspirational words - words that will invoke your inner power, words that will help you return home to your essence, and words that will encourage you to return to the source of your power, the power that we are all born with.

Being an empowered woman is more than just doing, it is also about being. This book will show you how to look at power differently and will help you to unleash and harness your inner power with honest, simple and practical examples and advice. Most importantly, you will learn that your greatest empowerment project is being authentically you, every day.

Prepare to meet your power and radiate your possibilities.

Let’s ignite a movement of women and girls who understand the higher meaning of love for oneself and others, who appreciate and celebrate our collective growth; who nurture a solid mindset of achievement and who value creating, protecting and preserving our inner peace.

Rise and Raise!

Soft Cover | 176 pages | R230
ISBN 978-0-9947226-6-9
NICHOLAS HARALAMBOUS built his first website when he was 12 years old. His first real business was a band that didn’t go very far. He was 16 when he first tried and failed to sell product for money. He has spent over 15 years building businesses, failing and learning hard lessons through intense times.

His crowning accomplishment is how many failures he has learned from in his career as an entrepreneur. He started out in the world of journalism, moved into technology and then onto building a global retail business online.

In his business autobiography Nic Haralambous discusses the truth about the last 15 years of his entrepreneurial journey.

ANYONE CAN START SOMETHING.
Nic openly discusses his failures and sacrifices over the past decade and a half spent building businesses. There is advice all over the place about the rules to follow if you want to succeed, the do’s and don’ts of running a company, the how-to of how-to do this, that or the next thing. There are also many personalities out there telling young entrepreneurs to hustle non-stop, risk everything and never sleep if they want success.

YOUR CHANCE OF FAILURE IS ALMOST GUARANTEED.
No one talks about how hard it is, how lonely it is and how difficult it is to build a business. No one is willing to forgo their ego and be honest. If nothing else, Nic Haralambous is honest about his journey.

MOST PEOPLE WON’T LEARN.
Nic has lived the hustle; he has pushed through physical pain, mental suffering, business failures, personal torment and relationship strife all in the name of building businesses.

ALMOST NO ONE DOES IT AGAIN.
Nic decided to write a big book of his failures so that entrepreneurs around the world can begin to understand that it is not always glamorous, easy or fun to build a business.

If entrepreneurship is calling you then you absolutely cannot miss out on the truth, behind the business, written by Nic Haralambous.

Embrace failure and keep building things.

Trade Paperback | 272 pages | R265
ISBN 978-0-6399264-2-1
Pepe Marais began his entrepreneurial journey as a newspaper delivery boy at the age of twelve. After finishing high school at the end of 1986 he spent two years in the army completing what was then compulsory national service. On his way home at the end of his service he had a chance encounter with a graphic artist which completely changed the course of his life.

Pepe’s latent talent for art was developed and honed at a Cape Town art school, where he finished top of his class each year, which in turn would lead him to discover his passion for advertising. After graduating, he and his partner Gareth Leck launched their enterprising Take-Away Advertising Agency and business success seemed a foregone conclusion.

But some unwise business decisions and then the global recession of 2008 took their toll and, to make matters worse, Pepe’s personal life began to disintegrate. However, at the lowest point of his life, he would discover a fundamental insight which became the foundation on which he would rebuild his life. It would also inspire the development of his Purpose for Business methodology and his deep interest in unlocking both human and Joe Public United business potential.

While Growing Greatness contains many lessons for aspiring entrepreneurs, perhaps what is more important is the deep wisdom it offers. Through his growing awareness of what purpose means in both business and personal terms, Pepe points the way to growing your own greatness.

PEPE MARAIS is the founding partner and Group Chief Creative Officer of brand and communications group Joe Public United. He lives for creativity that deeply connects with people.

His passion is to co-create an environment and culture that breed exponential growth, Growth squared – the growth of Joe Public’s clients, people and ultimately our country.
The informal business sector is the next great frontier of Africa and it is undergoing an economic revolution – a new world of small people doing big things, transforming the continent. Prepare for this new generation, prepare for the Afropolitan Generation.

A revolution is taking place in the great marketplaces of the informal sector and it contains an unquantified scale and power as an economic engine and a way of life for the majority of our low income populations. The KasiNomic Revolution may still be a murmur in the streets, a grassroots economic groundswell, but it is the future of African economic activity.

Kasi is the South African term for the township – a teeming conurbation of homes and businesses, entertainment venues and social meeting places. GG Alcock uses the term KasiNomics to describe the informal sectors of Africa, whether they are in the township, a rural marketplace, at a taxi rank or on a pavement in the shadow of skyscrapers.

Brought up in a rural Zulu community, GG has learnt and shares the lessons of African culture, language, stick fighting, lifestyle and tribal politics, along with shared poverty and community, which have prepared him for accessing the great informal marketplaces of Africa. He is uniquely placed to uncover the extraordinary stories of kasi businesses which not only survive but excel, revealing a revolutionary entrepreneurship which is mostly invisible to the formal sector.

KasiNomic Revolution is a story of kasi entrepreneurs on one side and, on the other, of great corporate successes and failures in the informal community. KasiNomic Revolution is at once a business book, and at the same time a deeply human book about the people and lives of rural and urban informal societies.

KasiNomic Revolution is about the lessons of marketing, distribution, culture and modernity in an informal African world.

Prepare for a KasiNomic Revolution!
Bonang Mohale is a highly respected South African businessman, who is known as much for his patriotism and his active role in seeking to advance his country’s interests as for the leading role he has played in companies like Otis Elevators, Shell South Africa and South African Airways, among others. Developed over 30 years of business experience, his insights have motivated change in organisations and individuals alike.

As CEO of Business Leadership South Africa, he frequently shares his insights through speeches and articles on the role of business in South Africa and the core tenets of leadership. *Lift As You Rise* is a compilation of some of his spoken and written words in which Mohale reveals the issues he is passionate about – among them transformation, people development, constructive collaboration and integrity – and how they came to define his career and his life. He looks into the ideas behind his words and offers fresh thoughts on the subjects they cover.

This well-balanced compilation is enhanced by contributions from others he has mentored or met on his journey which underscore who Mohale the man is – a fearless and energetic leader whose compassion, humanity and eternal optimism promote hope and encourage action.

There is value in this book for leaders in all walks of life, but it is Mohale’s hope that young people specifically, those rising through the ranks, will find his insights and experience inspiring – for they are the country’s future leaders.
Developing an impactful corporate social investment (CSI) strategy and approach with real potential to positively change people’s lives can be a tricky exercise. Those grappling with how best to approach CSI will find thought-provoking insights in this book that will contribute positively to how they view, shape and execute their CSI strategy. In a most accessible way, this guidebook on CSI presents an instructive and constructive way of building a CSI strategy.

**SETLOGANE MANCHIDI**, Head of CSI at Investec, is known in the CSI space for his passion and strong desire to see meaningful change in people’s lives. In this book, informed by his experiences as a CSI practitioner over the years, he unpacks what he considers to be essential aspects of CSI practice. Manchidi adopts and articulates a question-based approach to creating an effective CSI strategy.

Recognising that business is not separate from society, Manchidi suggests that companies need to ask themselves some serious questions, amongst them: Why should they be doing CSI and, importantly, why are they doing it? The questions, which are reflected on the cover of the book, are difficult ones which require complete honesty, deep consideration and the necessity of placing ‘impact’ at the centre of the formulation of CSI strategy.

Through this book, Setlogane Manchidi reminds us of the significance of a carefully considered CSI strategy and approach, especially in a country such as South Africa with many socio-economic challenges that continue to impact negatively on ordinary people’s day-to-day lives.
Swimming with Sharks will inspire ‘a-ha’ moments that will make it more fun to be at work – or maybe even make it possible for your business to survive the turbulent economic seas that seem synonymous with building a business in the 21st century.

Entrepreneur, marketing and communications expert GAVIN MOFFAT found remarkable parallels between his two passions: consulting to businesses as they navigate through change, and SCUBA and technical diving. While one seems to be all work and the other all play, achieving success in either requires very similar approaches.

Gavin’s style is to-the-point, irreverent, and frequently funny. This book is a conversation with a friend who asks questions that may make you squirm a little or maybe even wriggle in discomfort. But they’re questions that will make you think – and change the way you think too.

Including contributions from other smart disruptive thinkers, Swimming with Sharks offers exceptional food for thought on these topics and provides guidelines on how to take action:

- Know where you’re going
- Plan properly – and then stick to the plan (unless it doesn’t make sense any more)
- Make sure you’ve got the equipment you need
- Maintain your equipment, and your skills
- Make sure everyone on the team knows what’s got to be done
- Go on – have the adventure!
- Review what’s working and what isn’t
- Do it all again – because that was fun, wasn’t it?

GAVIN MOFFAT is a speaker, writer, common sense evangelist and an accidental specialist in the field of marketing and communication strategy. As the co-founder and pothole spotter of join.the.dots, he teaches game-changing techniques for busting through “it’s complicated”, cultivating clear thinking, and boosting common sense.

He leads workshops and trainings that bring clarity to individuals, teams and workplaces. His focus is on creating real-world results in which teams cut through the clutter and meaningful productivity skyrockets.

Gavin talks with passion and energy on a wide range of topics including strategic marketing and communication, media training, crisis communication, business strategy and change, integrity and brand authenticity and the parallels between technical diving and the parry and thrust of the world of business.

He is a TEDx speaker (2013) and panel-participant (2016), an avid SCUBA diver, not-so-active technical diver, lapsed microlight pilot, composer of electronic music, and father of three.
Persuasiveness.

Influence.

A certain ‘something’ that makes it impossible for people to say no.

Call it what you will, some people have it. DJ Sbu certainly does - it’s the quality that has helped him evolve from an ambitious boy growing up on Tembisa’s rough streets to a DJ, an entrepreneur, an author, a philanthropist and a speaker who graces stages around the world.

In this book Sbu shares the secrets to cultivating this irresistible quality. Using events that have shaped his own life, he reveals how a positive outlook, resilience, hard work and determination can help you win in every sphere.

This inspiring read also acts as a practical handbook, showing you how to apply The Art of Hustling to become a winning salesperson. It is DJ Sbu’s firm belief that, if you know how to sell, you will never go hungry. He also believes that this simple skill holds the key to solving Africa’s considerable unemployment problem.

His passion for youth development comes through loud and clear in this easy-to-read, easy-to-use handbook. Full of practical examples, sound advice and no-nonsense insights, it’s a must-have for every person who wishes to further their lives and their careers, whether in the corporate world or starting out on an entrepreneurial journey.

DJ Sbu’s career is testimony to his strength, resilience and spirit of innovation; the very qualities needed to get ahead in today’s rapidly evolving business environment. In sharing his story, he hopes to ignite others’ success.

SOCIAL MEDIA CHANNELS
Twitter @djsbu - 732 000 followers
Facebook DJSbuOfficial - 449 000 followers
Instagram @DJSbuLive - 715 000 followers
Q: How do you achieve great things?

Q: How do you create unstoppable momentum in your life and business?

A: By doing.

ERIK KRUGER is a high-performance coach and founder of the Mental Performance Lab. He writes an email early each morning which he sends to many thousands of subscribers. The aim of his daily message is to inspire people, asking them to reflect and act.

Packed with more than 160 thoughtful reflections on what it takes to live a life of action and not words, Acta Non Verba’s purpose is to get people moving, creating, and generating an unstoppable drive in both their business and personal journeys.

The words Acta Non Verba is the sign-off Erik uses in all his emails. This simple Latin phrase, meaning ‘Actions Not Words’, has started a movement. It’s a plea; a call to create your life instead of living it by default, a call to show your intentions instead of merely speaking about them. It’s a call to live to your fullest potential.

This is not a book to read from cover to cover, in one sitting. Each day there is a new chapter waiting to be read. Put this book on your bedside table, and read a new chapter with your first cup of coffee every morning. Each message is short so you can read it quickly, in the moment, and then reflect and act on it for the entire day. It’s a book that demands action.

ACTIONS, NOT WORDS

Remember, it’s not about the words on these pages; it’s about what you do with them.
BOREDOM SLAYER
A speaker’s guide to presenting like a pro
RICHARD MULHOLLAND

"Rich is the speaking equivalent of a hand grenade."
- BEN SAUNDERS, Polar Explorer and Three-time TED speaker

Any fool can put together a presentation; this book exists because so many do.

There’s something sucking the life out of audiences everywhere, transforming them from the very people who can change your business into the disengaged masses. It’s called The Boredom … … and your job is to slay it!

Whether you’re a seasoned public speaker, or getting ready for your first company presentation, this candid and practical guide by renowned global speaker and presentation coach Richard Mulholland will give you key insights into:

- Grabbing and keeping an audience’s attention
- Structuring talks that command fees and change companies
- Dispelling the myths around public speaking that are getting in the way of that standing ovation
- Speaking like a true leader

It’s time to fight back.
It’s time to save the world …
one bored audience at a time.

Richard Mulholland is the co-founder of global presentation powerhouses Missing Link and TalkDrawer. He is a renowned speaker and has presented his thinking in many countries including Canada, Puerto Rico, UK, USA, Germany, Kenya, and Pakistan. When not activating his audiences he can be found coaching many top CEOs and TED speakers to activate theirs.
YOU GOTTA BE KIDDING?!? This was our immediate reaction when we saw these prompts from Google (so many people had previously searched all of these that Google assumed we were going to as well). Consider how many millions of people need to have typed in these particular statements relating to their jobs for this to occur?

Are you feeling uncomfortable as you read them? Either because you feel the same way, or because you lead, own or work in a business full of people and if you’re brutally honest with yourself you may realise that this is quite possibly exactly how they feel.

Do you have any tangible or quantifiable measure for how much this may be enhancing or diminishing your business bottom line?

Most importantly, do you know what to do to meaningfully impact this? To create that work doesn’t suck! (step 1) And even better, is AWESOME! (step 2).

‘I am a huge fan of two things: (1) making complex issues simple, and (2) debunking outdated and unhelpful orthodoxies. Andy and Brad not only do both of these things, they go a step further and provide practical, tangible and immediately applicable tools that help people actually do something about it. This is more than a book: it’s a map to a better future for you and your organisation.’

– Dr Graeme Codrington

Brad Shorkend and Andy Golding are the co-founders of Still Human. They help businesses around the world remain relevant by creating exceptional employee experiences and being innovation-ready always, ultimately becoming Companies Behaving Awesomely.
Another one of those books about ‘rules’?

Yes – except that this one may be the defining factor that will turn your dream into reality. Many have succeeded at being an entrepreneur, but many, many more have failed. Which side would you rather be on?

Sure, entrepreneurship is often about breaking the rules. But there are also a number of them that you should follow if you want to survive long enough to see what happens when you do.

A business should be more than just a venture – it should be an adventure! The difference between a successful journey, rather than a wasted one, is knowing when to do what. That is what this book is about. Not science, but experience. The rules of hustle.

Based on Marnus’ business experiences, 90 Rules for Entrepreneurs is your guide to avoiding the pitfalls, as well as seizing the opportunities, your handbook to being an entrepreneur, a millionaire and of course, happy!

---

**90 RULES FOR ENTREPRENEURS**  
The Codex of Hustle  
MARNUS BROODRYK

---

**BILLIONAIRE$ UNDER CONSTRUCTION**  
The Mindset of an Entrepreneur  
DJ SBU

DJ Sbu is not your ordinary entrepreneur. He was born to be great and refuses to settle for less.

Have you ever wondered what goes on in the mind of a successful entrepreneur? How they come up with their ground-breaking ideas, how they turn them into flourishing businesses, how they deal with failure, and what drives and motivates them?

Billionaire$ Under Construction answers these questions, and more, as it charts the rise and rise of Sbusiso Leope, fondly known as DJ Sbu, one of South Africa’s most dynamic entrepreneurs.

From his childhood in Tembisa to the global stage as a world-class musician and DJ, from music mogul and co-owner of TS Records – the label behind some of South Africa’s brightest young stars – and, more recently, as the force behind the country’s first black-owned energy drink, Sbu’s story is one of courage, resilience, inspiration and a refusal to let failure stop him. In his own words, you just can’t stop his go.
This isn’t a how-to-build-your-business book, but rather one that offers insights into the thinking and experiences of people who have built businesses, have seen them fail, and have seen them shoot the lights out.

The authors were once in the same position in which all entrepreneurs find themselves before they take that deep breath and dive in. They know how it feels – the excitement, the passion, the sense of making a difference through offering something original, complex or simple. They know the disappointments when things don’t go according to plan, when funding is not forthcoming, and when a business fails dismally despite every best effort. They have walked the road and fallen into the potholes. They took the knocks and learnt from the lessons.

Key is that they learnt from their mistakes and were undeterred. They tried again. And again. And, sometimes, yet again. They persevered until they did it. And they’re still doing it.

In this, his debut business book, Mike Sharman invites you to share in the hustle. From the enthusiastic, entrepreneurial beginnings of a bootstrapped start-up founder - a relatively inexperienced 26 year old - to a seasoned, professional, storyteller, who has built a boutique social media advertising agency that has made more brands go viral, globally, than any other studio in Africa.

Mike entwines business insights and universal premises of first hires, cash flow challenges, brand building, networking and pitches, with his humorous, storyselling approach to deliver a page-turner complete with armed robberies, fancy-dress competitions and partnering with some of the planet’s most coveted brands.

The Best Dick is the catalyst to encourage your emancipation from the payroll hamster wheel, in order to just start your own business. And, for the existing entrepreneur to find solace in the fact that founding your own company is the best, damn decision you ever made.

LIFE IS SHORT. PLAY NAKED!
@mikesharman | #TheBestDick
“We need to innovate!” - Every CEO ever

Innovation is not about changing your product, it’s about changing your mindset. It’s not about doing something new, it’s about stopping doing something old. This entire book rehashes these two lines in as many ways as groundbreaking (if you dropped him off a high platform wearing heavy shoes) business thinker Richard Mulholland was able to do in around 130 pages.

Changing the legacy mindset is not easy, but hot-damn, it’s worthwhile. Legacide, the book, hopes to do just that.

Many South Africans became familiar with the phrase, ‘Ooh Vuyo – he’s such a big big dreamer’ from the TV beer commercial that told a rags-to-riches story about an entrepreneur who starts a business selling boerewors rolls and grows it into a successful multinational business.

Wondering whether it was a true tale, Miles Kubheka did some research. When he discovered that Vuyo was a fictitious character, he saw a gap in the market for developing an exciting business model.

Moving from his solid IT background into the food business was a major change for Miles, but he took the plunge into an industry he knew nothing about. One step at a time, building on experience often learned from past failures, and with more than a little flair, he created a successful food business.

This book is not a ‘recipe for success’. It is rather many recipes which Miles shares with an enthusiasm that will encourage and inspire budding young entrepreneurs to achieve their own dreams of business success.
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.

Dynamic young business marketer and strategist Musa Kalenga introduces us to Ladders & Trampolines, his model for how to be effective in the competitive arena of contemporary marketing.

The concept of a Ladder Mentality versus a Trampoline Mentality is a simple one. The step-by-step Ladder approach leads to incremental growth, which may be somewhat slow. However, the Trampoline approach, while using the same energy as climbing a ladder, produces exponential results.

The world has changed and marketing as a discipline has evolved; to get the full value of today’s ecosystem you have to seek out the trampolines. Trampoline thinking has been made possible by technology, access to information, and the globalisation of our society.

Himself the embodiment of a new breed of African youth who are not waiting for Africa to deliver but are actively shaping the future they want, Musa extends a challenge to others to take up the mantle and become leaders who can turn any scenario into a trampoline opportunity.
Joey Evans has always loved bikes, from his first second-hand Raleigh Strika at the age of six to the powerful off-road machines that became his passion later on in his life. His dream was one day to ride the most gruelling off-road race in the world, the 9000km Dakar Rally.

In 2007 his dream was shattered when he broke his back in a racing accident. His spinal cord was crushed, leaving him paralysed from just below his chest. Doctors gave him a 10 per cent chance of ever walking again.

Many would have given up and become resigned to life in a wheelchair, but not Joey Evans. Not only would he get back on his feet and walk, but he would also keep his Dakar dream alive. It was a long and painful road to recovery, involving years of intensive rehabilitation and training, but he had the love and support of both family and friends and an incredible amount of determination.

Joey shares the many challenges he and his family faced, relating the setbacks, as well as successes, along the way to the Dakar start line. But the start line was only the first goal – his sights were set on reaching the finish line, which he did in 2017 – the only South African to do so.

Why walk when you can soar ... These are the opening words on Tracy Todd's website and they are a powerful affirmation of the person Tracy is today – a sought-after inspirational speaker whose uplifting presentations have inspired and given hope to many people.

But it is difficult to imagine what she has overcome in a tough and often lonely journey. At the age of twenty-eight her life was turned upside down when a horrific road accident left her a quadriplegic, paralysed from the neck down. Her life as an athletic, marathon-running young mother and teacher was abruptly shattered.

Despite months of rehabilitation, Tracy often found herself wondering if her life was worth living. Everything she had taken for granted was now beyond her reach and frustration at her helplessness threatened to overwhelm her.

Against the odds, Tracy chose to live. Brave Lotus Flower Rides The Dragon is an honest, inspiring and engaging memoir in which Tracy's natural warmth and humour are tangible and, most importantly, she embodies what the human spirit can achieve.
In many ways GG Alcock’s story mirrors that of many of his people, the journey of a tribal society learning to embrace the first world. He does not shy away from the violence and death that coloured his childhood years surrounded by savage faction fighting, nor how they affected his adult life. His story is one of heartbreak and tragedy and, paradoxically, of vibrant hope and compassion.

His parents were humanitarians who gave up comfortable lives to move to rural Zululand. In a place called Msinga, they lived and worked among the Mchunu and Mthembu tribes, fighting for the rights of people displaced by the apartheid government’s policy of ‘forced removals’. They also fought against the corruption of police and government officials, as well as local farmers. When GG was fourteen his father was assassinated by rival tribesmen.

GG’s early life in the 1970s and 80s can only be described as unique. He and his brother grew up as Zulu kids, herding goats and playing with the children of their neighbours, learning to speak fluent Zulu, learning to become Zulu men under the guidance of Zulu elders, and learning the customs and history of their adopted tribes. Armed with their father’s only legacy – the skills to survive in Africa – both young men were ultimately forced to move into the ‘white’ world which was largely unknown to them.

IMENTH AND BIOGRAPHIES

Third World Child
Born White, Zulu Bred
GG Alcock

In many ways GG Alcock’s story mirrors that of many of his people, the journey of a tribal society learning to embrace the first world. He does not shy away from the violence and death that coloured his childhood years surrounded by savage faction fighting, nor how they affected his adult life. His story is one of heartbreak and tragedy and, paradoxically, of vibrant hope and compassion.

His parents were humanitarians who gave up comfortable lives to move to rural Zululand. In a place called Msinga, they lived and worked among the Mchunu and Mthembu tribes, fighting for the rights of people displaced by the apartheid government’s policy of ‘forced removals’. They also fought against the corruption of police and government officials, as well as local farmers. When GG was fourteen his father was assassinated by rival tribesmen.

GG’s early life in the 1970s and 80s can only be described as unique. He and his brother grew up as Zulu kids, herding goats and playing with the children of their neighbours, learning to speak fluent Zulu, learning to become Zulu men under the guidance of Zulu elders, and learning the customs and history of their adopted tribes. Armed with their father’s only legacy – the skills to survive in Africa – both young men were ultimately forced to move into the ‘white’ world which was largely unknown to them.

Scarred
But Not For Life
Kim McCusker

Brutally dragged 780 metres beneath a taxi – a young woman’s inspiring story of survival, courage, and the will to live

13 September 2011. The story would shock thousands and be remembered by many for years to come. It would be plastered all over the papers and continue to attract interest well after the shock factor of what happened had passed. Reports and articles would be written, and “facts”, as given to reporters by some of those involved and willing to be interviewed, would be recounted and repeated in all forms of public media over the months and even years that followed. And although these versions would generate widespread outrage, none was entirely accurate.

The stories were about me. I was there.

I am Kim McCusker, “the girl who was dragged by a taxi”.

This, as I experienced it, is the true version of events.

B-Format Paperback | 378 pages | R160
RELEASE DATE October 2014

Trade Paperback | 216 pages | R265
RELEASE DATE December 2016
**OUT OF LINE**  
A Memoir  
DOV FEDLER

Dov Fedler was a laatlammetjie, born and bred in Johannesburg in 1940 just as Hitler was getting into his stride. A third child was not on his parents’ ‘want-list’. It was hard enough supporting two much older children and a printing business struggling to exist.

When Dov was about three his mother had a ‘nervous breakdown’ which is when he remembers seeing his first pencil and knowing precisely what it was that he wanted to do with his life.

There are no coincidences in Dov’s life. He believes that a hand of destiny has steered his path. Many dramatic encounters (not with aliens or spirits, but with everyday people) have shaped him and he wouldn’t have missed any of it.

Dov’s story is intensely personal and honest, with a powerful combination of humour, emotion and community history. *Out of Line* attempts to do a few short things. It is an autobiography but it is also an attempt to capture a particular history of a specific generation; that of the Jewish baby boomers who descended from mainly Lithuanian stock.

“On my better days friends find me flirting with the nurses, cigarette in one hand and scotch in the other, but if I listen carefully I can hear the tribute concerts starting up. There they are, celebrating my life like never before, and here I am, knock knock knockin’ on heaven’s door. That rhymes, doesn’t it? I think I might even feel a song coming on but I’m so tired and the words are slipping away and the music is fading into a soft chant round my bed and Madala was spot on, he said when God says He want you, we can’t run away. I know Bafo, I know. I’m not running anymore.”

Skollie, saint, scholar, hippest of hippies, imperfect musician with a perfect imagination, Syd Kitchen was, like all great artists, born to enrich his art and not himself. Plagued by drugs, alcohol and depression, too much of an outlaw to be embraced by record companies, he frequently sold his furniture to cover production costs of his albums, seduced fans at concerts and music festivals worldwide with his dazzling ‘Afro-Saxon’ mix of folk, jazz, blues and rock interspersed with marvellously irreverent banter, and finally became the subject of several compelling documentaries, one of which - ‘Fool in a Bubble’ - premiered in New York in 2010.

Trade Paperback | 288 pages | R250  
ISBN 978-0-620-62483-1  
RELEASE DATE February 2015

Trade Paperback | 296 pages | R260  
ISBN 978-0-620-70993-4  
RELEASE DATE January 2017
Marco Broccardo was an ordinary boy from an ordinary family. He had parents who loved him and provided him with a safe and caring home. He had older sisters who doted on their little brother. He had friends and he played sport at school. When he experimented with weed and then with coke and ecstasy, he was no different from the circle he socialised with and partied with at weekends. Drugs made him feel great. What was the harm?

The trouble came when supply and demand were out of balance and a harmless joint and a couple of pills no longer did the trick. Marco needed cash – more and more of it. He became a runner for the dealers who operated in the clubs where Joburg teenagers went to party. He had money and he had drugs. Life seemed good. Then two things happened: he found he was consuming more of the druglords’ stock than he was selling, and he discovered crack cocaine. The moment of choice came in no more than a heartbeat. For him it was a no brainer. Marco chose rocks.

Until the day he made the dramatic and life-altering decision to change. How he did it and what he has done with his life since then are nothing short of miraculous.

In the 1970s Hennie Keyter was an angry young man, fresh out of military service for the apartheid government of South Africa, unsure of his path in life and deeply uneasy about his faith. When God revealed to him that He had a purpose for him and a calling on his life, at first Hennie was not ready to hear it. When he finally accepted and understood his mission, a flame was lit in his heart that nothing could have extinguished. But nothing could have prepared him either for the extraordinary spiritual journey he was about to embark on which would take him wherever God wanted him to go: from Malawi to Mozambique at the height of its civil war, from a less than welcoming beginning in Zanzibar, to the United Nations base at Lokichokio on the border between Kenya and Sudan.

Desiring only to do the will of God and to spread the Gospel, Hennie took up the challenge of taking the Gospel to many of the countries on the African continent and in the Middle East. Through the bushfire of mass evangelism and his dedicated teams of volunteers, in *His Call, My All: An African Drumbeat - A Missionary’s Heartbeat* Hennie looks back at his life in the service of the Lord, and forward to continuing His work for as long as God requires it of him.
In 2011 the world was shocked when the news broke that Joost van der Westhuizen, known for years as the golden boy of South African rugby and a former Springbok captain, had been diagnosed with motor neuron disease (MND). This rare condition attacks the central nervous system, causing progressive disability. There is no known cure.

All who have seen Joost in action will know that he is not one to give up without a fight. His game-changing prowess as a brilliant scrum half is now focused on a battle for survival and, more importantly, on making a difference to the lives of others with the disease.

In a race against time, Joost has a dream to fulfil. He says: “In the beginning you go through all the emotions and you ask, ‘Why me?’ It’s quite simple. ‘Why not me?’ If I have to go through this to help future generations, why not me?” His acceptance of his symptoms is equally pragmatic: “One day you can’t move your arm, another day you don’t have speech. Every day you are reborn and you take the day as it comes.”

Rest in peace Joost
20 February 1971 – 6 February 2017

Howard Feldman was a high-flying commodity trader, living a seemingly perfect life, with a perfect wife and perfect children, in an unbelievably perfect world.

But then this “King of Chrome” gets attacked. And attacked again. Then he gets sick. His business folds. And his carry-on baggage simply gets too heavy to hold.

As Howard unpacks his bags – both literal and metaphorical – he unravels all the “perfect” banners he has raised to the world, his family, his community and himself. He measures their value against a new benchmark of success, and reconsiders his life’s travels from Zug to Zimbabwe, New York to Tel Aviv. Returning home to South Africa, he discovers not just the meaning of home, family and friendship, but also himself.
Today, building your personal brand is no longer an option – it’s a necessity. It used to be all about corporate branding or institutional branding. That’s all changed. Nowadays, life as we know it is all about YOUR name, your image, your digital footprint, and being the President of your personal brand. Fortunately, with today’s technology and social media, creating your brand is easier than ever before – and it’s crucial that you take control and manage the direction of your brand before someone else does.

What Jen Su did may be relatively simple, but how she got here, how she built her brand, has been a long story over many countries and cultures. It is a story of ambition and balance, of achievement and disappointment, of untimely disruption and spontaneous opportunity, of happiness and tears.

“At its core, I offer you a guide to ‘making it’ and building your brand. I wish I had had access to this kind of advice when I was starting off. It certainly would have helped to straighten some very twisted learning curves that I’ve had to navigate through the years.” - Jen Su

Money is a tool that we can all master. You choose to either be a ‘Money Slave’ or a ‘Money Master’.

Imali Yami · Chelete Yaka · My Geld · My Money is a practical, easy to read, personal finance book - a guide that will help many South Africans begin to create wealth and not fear the subject of personal financial planning.

A treasure trove of useful advice and tips, this book is essential reading to gain a basic understanding of money mechanics. A guide to help you find your confidence, and see money as it really is - a tool that anyone can use.

With a chapter dedicated to almost every financial situation we face in our lives, Imali Yami · Chelete Yaka · My Geld · My Money will become your go-to book that will help you unlock your financial potential and gain control of your financial affairs.

You, too, have the potential to become a ‘Money Master’.
As a country vet whose territory covers the rich valleys and farmland of KwaZulu-Natal, Mike’s clients range from cattle farmers to owners of domestic pets, from game ranchers to circuses. The demands on a vet are constant and often arrive at very inconvenient times. Called upon day and night, Mike brings to each case his skills, ingenuity and years of experience, and although he never loses sight of his aim of preserving and improving the lives of the animals he is called upon to treat, sometimes he is sorely challenged by their owners.

Whether he is describing the difficult birth of a two-headed calf, discovering sheep scab on the Isle of Man, caring for Dorothy the elephant in her declining years, or helping Reggie the rat's grieving owner accept his impending demise, Mike’s compassion and pragmatic humour never seem to flag.

These enjoyable tales of the trials, tribulations and triumphs of a veterinarian who always sleeps with one ear cocked, will leave you wanting more.
Gareth Patterson is well-known for his work on the African lion. He is an environmentalist, independent wildlife researcher and author who has dedicated his life to the greater protection of African wildlife. He is the co-founder of the Sekai-African Environmentalism Group, an organisation that promotes the renaissance of African environmental beliefs and values.

“My Lion’s Heart is my tenth book, and is probably the most important book I have written. It tells my life story, a story of tears and smiles, about my attempts to greater protect the iconic animal symbol of this continent, the African lion.”

- GARETH PATTERSON
If you like true stories about real people, are intrigued by serendipity, curious about curiosities, or maybe you are a collector yourself, then this book is for you.

The collecting and researching of any collectable is an intense and pleasurable pastime. Jeff Fisher’s passion for more than half a century has been for collecting handwritten, original letters, antique documents, manuscripts, old share certificates, fire insurance policies, photographs and maps.

The writers of these words on paper include kings and queens, presidents and prime ministers, admirals and generals, actors and authors, judges and prisoners, philosophers, statesmen, scientists, and sportsmen.

The chapters need not be read in any set order, although there is an underlying thread linking them to the life of the author that enabled this eclectic collection to evolve in the way it did.

Whispers from the Depths is more than just the story of the building of the Kariba Dam in the mid-1950s. Built in just five years against overwhelming odds, the dam is a monument to engineering excellence. Shrouded in political undertones, the construction of the dam was vital for the hydro-electric power it would provide for Zambia’s burgeoning copper industry. Little thought, however, appears to have been given to the future of the human and animal populations who lived in the valley that would be inundated when the dam was completed.

The question has to be asked: Was this awe-inspiring man-made creation achieved at too high a cost in terms of the human suffering and environmental devastation it caused?

Central to the story of Kariba was the fate of the Tonga people who had for centuries lived in the Gwembe Valley. Whispers from the Depths gives a voice to the all but forgotten BaTonga. It celebrates their unique culture but deplores the price they paid for progress – a price from which they themselves derived no benefit whatsoever.
For anyone who just plain loves golf, life and to laugh.

This book lists 1,000 golf-specific moments that draw us to this addictive game. From the people to the special places, the courses to the funny experiences, each of them unique to this amazing sport. Open it to any page and enjoy golfing moments.

Some may trigger good memories, others will make you laugh out loud (#BeenThereDoneThat), and others will have you packing the car and going to play a round of golf.

The defining moment in the history of Natal and Sharks rugby was in 1990 when they won the Currie Cup for the first time, fittingly in the centenary year of the Natal Rugby Union. That was when they really came of age and became a confident outfit, setting the tone for the future. And in the last 25 years the KwaZulu-Natal Rugby Union, as it is now known, has indeed gone from strength to strength.

Wim van der Berg’s history of the Union takes us back to its modest beginnings in 1890 and traces the story of its provincial and international ventures, bringing us right up to 2014 – which was a year of mixed fortunes for the Sharks rugby side. He chronicles the ups and downs of a developing union, its clubs and schools sides and, more recently, its development programmes.

Rich in anecdotes about the many colourful characters who made the history, and continue to do so today, this book captures the undying spirit and passion of all who were, and are today, involved in the Union’s many and varied activities.
Breaking the mould of dystopian novels about youngsters surviving against all odds, *The Legacy Trilogy’s* characters are adults, exceptional individuals equipped with skills that allow them to not only survive but excel. The battle that is fought is more against political oppression than the typical turmoil of an apocalyptic catastrophe.

It is a narrative of good and evil, love and passion, right and wrong, and twists and turns – and at the centre of the story, a strong woman who is prepared to sacrifice everything for the cause she believes in.

*An action-packed, adrenalin-inducing thrill ride, which will leave you riveted long after you have turned the last page.*
Paige’s father has Alzheimer’s, and her fiancé is shot and killed in an armed robbery. She fights her depression and with monumental effort and a new found determination to live her life to the fullest, Paige pulls herself out of the dark place that she had succumbed to.

When she meets Adam, the attraction is immediate. Adam grew up in an orphanage and has no recollection of his life before the age of six. Paige falls head over heels in love and embraces a happiness she never dreamed possible. Until the day she finds Adam in bed with another woman.

Wanting nothing more to do with him, Paige cuts Adam out of her life, until she receives a mysterious visitor, who reveals secrets about Adam’s past that shock Paige to her very core.

Determined to fight for the man she loves, Paige finds herself on a journey that will change her life forever.

Rachel Nyaga, a Mozambican domestic worker living in Johannesburg, is forced to make a life-changing decision after her young daughter dies whilst under the care of her South African employers, Chris and Michelle Jordaan. She can either leave her job and return to poverty stricken Mozambique, losing her income, visa and means of supporting her parents, or continue working for the people responsible for the death of her child.

Trapped by circumstance, she decides to stay but things become even more complicated when she finds out that the Jordaans are expecting their first child. Held together in guilt and shame, fear and desolation, Rachel, Michelle and Chris recognise that while their lives are now forever and inextricably linked in an unending nightmare, somehow they will need to break free if they are to survive.
AUTHOR AND BOOK QUERIES

Tracey McDonald Publishers

EMAIL: tracey@ilovebooks.co.za

CELL: +27 83 659 7489

WEBSITE: www.traceymcdonaldpublishers.com

TWITTER: www.twitter.com/TMPublishers

SKYPE: tracey.mcdonald.publishers

SALES, DISTRIBUTION AND ORDERS

Jonathan Ball Publishers

ORDERS EMAIL: orders@jonathanball.co.za

ENQUIRIES EMAIL: services@jonathanball.co.za

TEL: +27 11 601 8088

FAX: +27 11 601 8183

Prices, dates, covers and titles for all books listed are subject to change without notice.