2020 CATALOGUE
‘How can there be only one dedicated hospital in the country for our children?’

When Madiba asked this question, he sowed the seeds of a challenge that would grow into a legacy.

A seed may be small but its size is disproportionate to what it can become over time. The Nelson Mandela Children’s Hospital was a project that seemed impossible when it was just an idea that started with ten people seated around a dinner table. As they discussed the state of healthcare in the country and shared their experiences, they realised that it was the children of Southern Africa who were the most disadvantaged by the lack of dedicated paediatric facilities.

At the end of the evening a statement by the late Dr Nthato Motlana took hold and became the catalyst for a remarkable journey: ‘I will speak to Nelson,’ he said.

With South Africa’s first democratically elected president Nelson Mandela’s backing, the board of the Children’s Fund was inspired to take up the challenge to address this vital need. After years of global research and advice from experts in numerous different fields a Trust was formed to oversee the project and, critically, to set about raising the one billion rand it would take to build, equip and staff a state-of-the-art children’s hospital.

The stories behind the planning for, fundraising and building of the Nelson Mandela Children’s Hospital are inspiring, personal, and sometimes heart-breaking. It was a long and arduous journey, beset with difficulties, but the dedicated team’s commitment and courage prevailed to create a living legacy that will truly impact the lives of children for generations to come.

Today, the Nelson Mandela Children’s Hospital in Johannesburg is a proud testimony to a uniquely African story which honours the memory of a great statesman and celebrates the children for whom he cared so deeply.
Beyond the Secret Elephants is Gareth Patterson’s long-awaited sequel to The Secret Elephants, published in 2009.

Beyond the Secret Elephants is the continuing story of Gareth Patterson’s almost two decades of research into the secretive Knysna elephants. Significantly, however, it also reveals his startling discovery of a much more mysterious being than the elephants – a relict hominoid known to the indigenous forest people as the Otang.

Gareth had long heard about the existence of the otang from the local people but he mentioned it only briefly in The Secret Elephants, focusing instead on his rediscovery of the Knysna elephants and their survival against the odds. He was reluctant to blur the story of the elephants with his findings about the otang. That is, until now.

The possible existence of relict hominoids is today gaining momentum worldwide with ongoing research into Bigfoot in North America, the Yeti in the Himalayas and the Orang Pendek in Sumatra. Eminent conservationists and scientists – among them Dr Jane Goodall, Dr George Schaller and Professor Jeff Meldrum – have publicly stated that they are open-minded about the possible existence of these cryptid beings.

In the course of his unannounced research into the otang Gareth heard many accounts – mostly spontaneous and unprompted – of otang sightings by others in the area over a number of years. These accounts, documented in the book, are astonishingly consistent both in the descriptions of the otang and in the shocked reactions of the individuals who saw them.

Gareth Patterson’s work supports the increasing realisation that humankind still has much to learn about the natural world and the mysteries it holds. The possibility that we may be sharing our world with other as yet unidentified hominoids is today being viewed as something that should not be discounted. And as humankind, we need to reassess our role and our responsibility towards all forms of life that coexist with us on planet Earth.

... following in the erudite footsteps of the late Lyall Watson … by exploring beyond the fringe of ‘fringe science’ … - Ian Redmond OBE
'Digital is not a technological conversation; it's a people conversation.'

The heart of Mike Saunders’ exciting new book is how to build a successful business in the Fourth Industrial Revolution while focusing on human stakeholders.

Never before have we had so much information so readily available at our fingertips and there is no doubt that acceleration of innovation and the velocity of disruption underpinning the Fourth Industrial Revolution are having a major impact on businesses. Is it realistic to be at the forefront of these disruptive forces? Is it even necessary? It most certainly is.

Knowledge of these disruptive forces – notably mobile, social, the Internet of Things, data and blockchain – equips us to build our businesses in the change that is enveloping us, but we need a framework to help us understand how to operate in a new revolution, how to organise the chaos into success.

It is this framework to which Mike has been applying his mind for the last ten years and in this book he presents just such a model to help us to navigate the digital world and build value in a human-centric way.

The four concepts of his model are explore, ideate, intersect and create and he unpacks each of them in detail and with crystal-clear clarity, while never losing sight of the human element so essential to ensuring success in an ever-evolving world.

With his wide experience both locally and internationally, and his success in running the highly respected DigitLab, as well as his passion for sharing knowledge, Mike is uniquely positioned to share a complete framework for human-centred digital transformation.

‘Our role in life is not to become digital. Instead, it is how to succeed in a digital world.’

... understanding how to make technology human-centric will be the difference.

MIKE SAUNDERS is a born entrepreneur with a deep belief that entrepreneurship is one of the most powerful solutions to poverty, and coupled with his love of technology and a heart for people, this thinking has been the fuel behind his journey.

He is an international keynote speaker, digital thought leader and author who has a unique ability to lead business with a crystal-clear leadership philosophy that encompasses unlocking potential, nurturing trust and developing narrative.
April

TRAIN NAKED
A Guide to a Meaningful Life and Work That Matters
PIERRE DU PLESSIS

In a time where everyone seems to sound exactly the same, Pierre manages to sound completely different. He’s the Ernest Hemingway to their Dan Brown, the Pink Floyd to their Nickelback.
- Richard Mulholland, author of Legacide and Boredom Slayer

The ancient Greeks trained in the nude in the gymnasium and also competed in the buff in the Olympic Games – they literally had skin in the game. The ancient Greek word for gymnasium – gumnasia – means to train naked. However, the ancient Greek gyms were not just for physical training but also had dedicated spaces for intellectual exercise, for philosophy, teaching and conversation.

To train naked is to show up just as you are – no pretences, no masks, no BS. We train to compete, we practise in order to nail a presentation. We should also be training to become better human beings, to craft meaningful lives, do work that matters, and to thrive in chaos. Pierre du Plessis’s daily reflections, meditations and practices presented in this book are a call to train naked, to practise for the ultimate marathon, and to have skin in the game.

Train Naked is a curated selection of short reflections – prompts to get skin in the game – on building a meaningful life and doing work that matters. Combined with a selection of ancient practices, such as meditation, Pierre’s thoughts and ideas aim to inspire each reader to take charge, to try, to act, to learn and to do.

Get skin in the game.

PIERRE DU PLESSIS is an author and a master storyteller who firmly believes in the ludicrousness of speaking to crowds to change the world. He has a habit of making the familiar strange and turning the world upside down. He is currently the Chief Writing Officer of HumanWrit.es, saving the world one wee notebook at a time. He works with a contemplative community of faith in the heart of Cape Town.

Pierre has been featured on TEDx stages numerous times and travels widely, preaching about doing work that matters in a chaotic world. He was awarded the Desmond Tutu-Gerrit Brand Prize for Literature in 2018, is an educator at Duke CE University and has spoken at BMW, KFC, Adcock Ingram, Old Mutual and FNB, among many others.

He believes he is the love child of Gertrude Stein and Jason Bourne.

He lives in Cape Town with his wife, two kids, and his iPhone.
Poverty isn’t always a jumble of appalling statistics. Sometimes there are names, faces and stories to the numbers. It’s a cousin who’s finished high school but doesn’t have enough money to job hunt. It’s a colleague whose hand to mouth living still only gets her through half the month because her salary is just not enough. It’s a grandfather who worked for decades and got a retirement package so paltry he can’t pay his monthly bills.

When people you know and love are behind the data of impoverishment, it can be hard to determine how to help. It can be even harder to settle on how much to help without compromising on your own quality of life.

In *We Need More Tables*, Norma Young provides guidance on how to find a balance between alleviating poverty and yet maintaining a measure of the privilege one may have been born with. By exploring assumptions such as the myth of hard work and the fallacy of meritocracy, as well as historical methodologies of philanthropy in Africa, and suggesting the practice of impactful altruism – such as paying a living wage, building a solidarity economy or choosing regenerative investing – she shares an outline of how those with privilege can play a role in social justice.

Drawing on indigenous knowledge – fables, proverbs and learnings from African academics – *We Need More Tables* presents a framework of what is required to bring more of our communities to participate at the tables where decisions are made.

Norma Young’s insightful book provides us with realistic and practical ways of moving towards eradicating poverty in South Africa.

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Norma Young is a print and broadcast journalist. She studied at the Durban University of Technology and has worked for media houses across the country including *O, The Oprah Magazine* and *eNCA*. Her writing has been published by *City Press, Mail & Guardian, Sawubona, True Love, Acumen, Destiny, Al Jazeera* and *Africa Travel Association*, amongst others.
It’s time for different

INSIGHTS FROM LEADING
BUSINESS MINDS AND THOUGHT LEADERS

The time, for different, is now.

Tap into the insights of our leading business minds and thought leaders and equip your business for a successful new way of doing business.

The world of business is tough, especially today. We know that now is the time for exponential acceleration, adaptability, agility and adjusting; a time for resilience, perseverance and courage; where the frames of reference that so many of us have held onto for so long are simply no longer relevant. But you may be stuck. You may be frozen and fearful, and feeling panicked. You may be worried, and feel weary. Your vision may be blurred, and you may feel unsure of yourself, yet you have a business to run, and staff to look after.

If you are feeling some, or perhaps all of these things, take a deep breath – help is at hand. With over forty chapters of wisdom, insights, experience, suggestions and advice from some of South Africa’s leading business minds and thought leaders, you will find pure gems of information, ideas and solutions on each page of The Book Every Business Owner Must Read.

Adapt, respond, and define your new ways of thinking to help you succeed. Get your pen and notebook ready, start reading and make notes and lists of what you can do, today, to not only survive, but thrive as a business.

Get your pen and notebook ready, start reading and make notes and lists of what you can do, today, to not only survive, but thrive as a business.

Trade Paperback | 304 pages | R280
ISBN 978-1-990931-73-4
In 2016 Richard Wright was confronted with a diagnosis of rare pituitary cancer – a disease about which little is known, other than that it is almost invariably terminal.

In attempting to deal with this bleak knowledge Richard defined what mattered most in his life – his true purpose – which was ensuring that his two young daughters would not have to grow up without their dad.

Understanding his life purpose, he focused on overcoming the seemingly insurmountable challenges and obstacles that faced him, using the sheer power of his mind. Ongoing research into what the human mind is capable of, and sheer grit and determination, enabled him to complete four full Ironman races while undergoing harsh cancer treatment, with his daughters cheering him on. It wasn’t easy and he had to dig deep to overcome setbacks and disappointments, but he never gave up. Instead, he found the strength – and the freedom – to speak his truth and to become the most authentic version of himself possible.

Richard’s story, told with raw honesty, humility and humour, provides proof that discomfort sparks outrageous achievement, especially when linked to our sense of purpose. It is a profound story of passion and endurance but, above all, it is a story that will resonate deeply for every one of us, whatever our life circumstances, revealing learnings that challenge us to think differently about our purpose in life.

The Power of Purpose is an unforgettable account of one man’s indomitable will to overcome crippling adversity. Its power will remain with you long after you have turned the last page.

What Richard has done with The Power of Purpose is nothing short of a gift. A modern-day Man’s Search for Meaning.

– BRONWYN WILLIAMS, Futurist, Trend Analyst, Economist

Utterly remarkable. Richard has a way of illuminating the darkness beyond possibility like nobody I’ve ever met.

– MIKE STOPFORTH, Director of Beyond Binary, Entrepreneur, Speaker
The newness has worn off. The euphoria has faded away. You come face-to-face with what you signed up for. And it’s not what you expected to see. You are now in *The Middle.*

On 1 January 1999, Travis Gale (aged 17) and Stephen Bonaconsa (aged 27) left Johannesburg on a mission to cycle across four continents and raise R1 million for children living with, and affected by HIV/AIDS in KwaZulu-Natal. They pedalled out of Johannesburg, riding mountain bikes equipped with panniers, carrying the basic requirements for an adventure. They rode unsupported. No Instagram or Facebook. It was just the two of them and the open road. The pair successfully cycled over 16 000 kilometres, across four continents, through 16 countries, raising R1.7 million for their cause.

When asked to share about his experience, Travis very rarely spends time talking about the start or the finish of the tour. The stories Travis shares are from The Middle. It’s The Middle that tests us with challenges, yielding a multitude of emotions. It’s The Middle that involves the raw and often painful need to dig deep, to push through the barriers that stand in our way, and show ourselves what we are capable of. The Middle is what we, as human beings, were designed for.

We can all pitch up at start lines. We can all celebrate a finish. But no finish is without a Middle and every Middle is where WHO WE ARE is revealed.

This book, *The Middle,* includes eight stories, drawn from eight key days of a world cycle tour, which will encourage and equip people through The Middle; the territory we must navigate in pursuit of our goals.

**KEEP GOING.**

*Increase momentum towards meaningful goals.*
*Develop grit and resilience in the midst of tough terrain.*
*Push through barriers that consistently get in the way.*
*Learn practical frameworks for making things happen.*
*Stretch yourself to do more than you thought possible.*
*Finish well!*

It’s *in The Middle* where we are shaped, where our potential is realised and ultimately, where our stories are written.

*TRAVIS GALE* has over 15 years’ experience in curating and facilitating culture solutions for clients in a wide range of industries, including FMCG, IT, e-Commerce, Insurance, Manufacturing, Engineering and Retail. He leads and develops Appletree Group, networking the right role players into strategic journeys.

Travis is passionate about developing and co-leading brands which make a positive impact on humanity.
‘You have cancer’ echoed down the phone, the day before Christmas. With time in hand, waiting for the not so back-to-normal that the new year would present, Alison Tucker started anticipating the worst year of her life.

As she navigated her way through surgery, chemotherapy and radiotherapy, she learnt valuable life lessons, like the power of gratitude and positive thinking, and the importance of being able to receive and not only give. She also quickly gained an appreciation for the expression ‘patience, dear patient’ as she discovered that cancer is anything but linear – instead it is a tango series of dance steps, both forward and back.

Through the generosity of those who had walked this path before, as well as her own personal experience, Alison collected useful tips for other cancer patients, their friends and family, and anyone who interacts with them.

- What to take to hospital and to chemotherapy sessions.
- When to choose a wig and what to look for.
- What side effects a person can expect when having the various types of cancer treatment.
- What to say, and what not to say, to a cancer patient.
- How best to support them.
- What kind of gifts and gestures are most appreciated.

In *My Best Worst Year – A Breast Cancer Story*, Alison shares her insight on all of this and more as she takes the reader on a personal journey, and authentic account, of her experience with breast cancer. You will accompany her on her highs, empathise with her on her lows, and be amused by some of the anecdotal stories she has to tell.

Contrary to her own expectations, Alison surprised herself by discovering that it was indeed her BEST worst year. By sharing her story, she hopes to show that a person can still live a productive, enjoyable life even after being diagnosed with cancer.

ALISON TUCKER grew up in the Eastern Cape after spending her first three years of schooling in Namibia. With undergraduate majors in Business, Psychology and Mercantile Law from Rhodes University, she completed her master’s in commerce degree, focusing on innovation, something she has always been passionate about in the business world.

She moved to Durban in the mid-80s to pursue a career in marketing. She spent sixteen years in the corporate world with roles in brand marketing, insight and media, before making the switch to the world of consulting. She worked for a global consulting company for ten years, during which she had the privilege of working across many industries, continents and cultures. She continues to consult to clients after starting her own consulting company seven years ago. Her projects are varied, ranging from things like facilitation, innovation and strategy development to corporate and brand positioning, skills development and team alignment.

Alison lives in Durban with her partner of many years, Michael, and her much-adored cat, Kimba. Michael shares Alison’s love of travel, which makes for an interesting life, full of fun and adventure.
Humanity will change more in the next five years than we did in the previous three hundred. This has everything to do with the disruptive events of 2020, the cognitive rewiring which each of us is going through, and the profound macro shifts reshaping the world as we know it.

We are living through an unprecedented period of rapid and pervasive transition. Every aspect of our reality is shifting, from how we work and play, to how we educate our children and care for the health and wellbeing of ourselves, our families and our neighbours.

Where does this leave the future of strong and dominant sectors such as tourism and travel, retail, property, the automotive sector and financial services?

Can we rewire these and other sectors for a new reality?

Do we even have the wherewithal to reimagine the future?

How do we start the process of pressing the reset button?

Can we reimagine the world we live in and take proactive steps to play a part in it?

Do we have the tools to shift our business strategies?

Are we primed to take advantage of the opportunities on offer?

Can we sidestep our fear of the unknown and open our minds to exciting new possibilities?

Transport yourself into the future with global futurist, strategist, speaker and disruptor Abdullah Verachia as he leads you through the fundamental shifts taking place at every level of society and how these will reshape the world as we know it. Envisage a new reality, new cross-border opportunities and new avenues for personal and business growth.

Unlock key insights on the pages of *Disruption Amplified* that will guide your own rethinking at this exciting and transformative time, and step boldly into a new tomorrow.

**Trade Paperback | 264 pages (tbc) | R280**


Having presented and consulted in over 60 cities globally **ABDULLAH VERACHIA** has been recognised as a leading speaker, disruptor, strategist and thought leader on competitiveness and the interplay between strategy and innovation. He currently serves as the founder and CEO of The Strategists, a leading strategy and advisory firm, which helps organisations around the world craft competitive future strategies. He also serves as faculty at the Gordon Institute of Business Science as programme director for the Harvard Senior Executive Programme for Africa, and is on a number of boards as a non-executive.
“Anyone who reads this book carefully should never find themselves unable to make an informed money decision again.” – Xhanti Payi

Financial scams have become rife; they create fear and even discourage financial aspiration. In a world of unprecedented wealth creation, we should not be fearful to aspire for more today, especially given our country’s history of unequal distribution of wealth, and where formal credit facilities were denied to black South Africans under apartheid. To close this big gap of the ‘haves’ and the ‘have-nots’ your key to wealth and economic stability starts with being financially literate.

Xhanti Payi, dubbed by Redi Tlhabi as ‘the people’s economist’ because of the accessible way that he analyses and explains economic issues, talks about money in a way that hasn’t been discussed before. Using stories and financial scandals we have become familiar with in popular media, fairy tales, and even his personal stories as a child and adult, Xhanti unpacks and answers elementary questions and even the most hard to understand financial concepts in a very easy way.

Whether you want to understand the difference between saving and investing, how the stock market works, the ins and outs of loans, how to budget each month, how to get out of debt, how to prepare for retirement, the working of the BEE schemes, new trends such as Bitcoin and forex trading, among other topics, Money Woke is the book for you.

A timely book given the economic instability and financial insecurity that has come to define our daily lives.

XHANTI PAYI is an economist and entrepreneur, and was dubbed as ‘the people’s economist’ by Redi Tlhabi because of the accessible way that he analyses and explains economic issues.

He is a sought-after speaker and a columnist for the Financial Mail, Business Day and Business Times, and has contributed articles to international publications such as the Financial Times. Xhanti’s views are regularly sought out by both local and international broadcast media, including Al Jazeera, the BBC, Power 98.7 and Radio 702.
Like many South Africans her age, Lwando Xaso came of age alongside a ‘new’ South Africa, which, like her, has crawled, walked, and fallen, and which now bravely attempts to rise again. From Mandela to Zuma, she captures the highs and lows of being a black woman forging a path in a young constitutional democracy.

In *Made in South Africa – A Black Woman’s Stories of Rage, Resistance and Progress*, Lwando examines, with a sharp, searching vision, some of the events that have shaped her experience of South Africa; a country with incredible potential but weighed down by persisting racism, cultural appropriation, sexism and corruption, all legacies of a complicated history.

As a young corporate lawyer intent on making Partner in a big firm, her direction in life was changed by a significant personal experience of the oppressive capacity of a democratic government when it unjustly fired a close family friend and mentor, Advocate Vusi Pikoli, as the country’s National Director of Public Prosecutions. She found herself on his legal team and the turmoil the case created inside her led Lwando to become a constitutional lawyer, and to pick up her pen and produce the stories included in this book. --

Her outlook is also shaped by her experience of clerking at the Constitutional Court for Justice Edwin Cameron, which deepened her respect and admiration of the South African Constitution, and what it really means for a resilient people to continually strive to live up to its moral and legal standards.

Lwando’s heart fills with pride when the country moves forward, and it weeps when it stumbles, but she always retains faith in what the Constitution can do. Despite the number of times that South Africa has faltered, Lwando has a forward-looking resolve and she expresses an

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**LWANDO XASO** is a constitutional lawyer, writer and historian who has discovered how change happens by studying South African history, especially the history of the Constitutional Court.

Her career highlights include clerking for Justice Edwin Cameron at the Constitutional Court and being appointed as a senior researcher for former Chief Justice Ngcobo. Lwando is the founder and CEO of Including Society, a company dedicated to helping create authentically inclusive and diverse private spaces. She is a trustee of the Constitutional Court, and also part of the team developing the home of the South African Constitution – the Museum and Archive of the Constitution at Hill (MARCH) and its digital component.
Winners find a way to win.

Who better to learn from, on how to be successful, than those who’ve reached the top of their game and stayed there. Using sport as a prism this book is for people who want to make changes in their personal and professional lives in order to beat the opposition and take home the gold.

Competitive Edge is a book about competition, struggle and hard work. But, ultimately, it is about success and the routes you can take to get to your own promised land. It is jam-packed with lessons, observations and tips taken from the very best sportspeople around the globe, on how they found ways to win in their various disciplines, and how you can be successful too.

Business is, by its very nature, competitive and the world is a tough place right now. There is a lot that can be learnt from those who’ve triumphed in the ultracompetitive realm of professional sports and their lessons are distilled in this book; a resource for individuals and business people who are looking to get to the next level.

Competitive Edge will serve as a guide on how to determine where you need to improve in the different aspects of your life, or business. It will give you an insight into how the very best adapted in order to rise to another level, and it will teach you how to get ahead and have sustained success in whatever endeavour you face.

Competitive Edge is a winner’s guide to success and how anyone can get to that gold medal, and also stay ahead of the chasing pack.

CYRUS ROGERS is a television producer, business owner and motivational speaker who has combined his passion for sport with his keen interest in leadership, success and greatness. His obsession for sport has led to years of study, and research, of the very best sports stars and what got them to the top of their games. Having worked as a sports journalist for near on two decades, and having interviewed some of the world’s biggest sports stars, Cyrus discovered that the essential elements for success in sport translate to business, sales and personal development.
In **BRANDALISM**, the follow-up to his bestselling, award-winning debut book *The Best Dick*, Mike Sharman delves into the (start)ups and downs associated with brand building and the need for business to dismantle, and vandalize its perceived, public-facing, persona.

Every brand is a challenger in its genesis. It’s created to compete with an existing offering or borne out of innovation to provide a new solution or product to its target market.

Mature businesses take fewer risks because they’ve hustled their way to meaningful market share. Mature businesses tick boxes, as opposed to thinking outside of them. However, in this modern age of fickle, hyper consumerism, they also expire quicker than ever before.

**Brands are constantly required to reinvent, or die.**

What are your business objectives, what is your manifesto (a greater, more granular and profound approach than ‘purpose’) and how do you intend on impacting your personal – as opposed to public – relations?

The future of PR and influence, when – or if – to launch a new business, raising capital, the impact of presentations, and start-up school fees, are the aspects Mike obsesses over in this insightful read, wrapped in his trademark, comedic, copy.

**BRANDALISM** is a collection of stories, anecdotes and premises that pertain to the real need for business to dismantle, and vandalize their perceived, public-facing, persona, in order to survive, and thrive. Mike uses his unique storytelling proposition to provide insight into 10 years of building a business from scratch, while elevating his clients to emotional, (commercial) cult status.

Life is short. Play naked!

@mikesharman

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**MIKE SHARMAN** is the co-founder of the creative digital agency Retroviral (2010), which has made more brands ‘go viral’, globally, than any other agency in Africa.

He has developed campaigns that have been classified as ‘truly viral’ (Nando’s Last Dictator Standing) and been labelled a ‘digital maverick’, ‘advertising visionary’, and ‘viral scientist’ by some of our country’s most influential media.

Mike was named a *Mail & Guardian* Top 200 Young South African in 2013 and he is the co-founder of international influencer marketing platform Webfluential.com as well as retroactive.digital - a disruptive sports storytelling agency.
After hitting a brick wall in 2006, in both his business and personal life, Pepe Marais discovered his life’s purpose; a strategy on which he rebuilt all aspects of his life over the course of the past fourteen years. The results of his purposeful approach to life have been nothing short of spectacular, and in this, his second book, Pepe once again writes on his personal purpose: to bring out the best in those around him.

The lessons that Pepe writes about in 20 Habits That Break Habits are based on Aristotle’s insight that we are what we repeatedly do, and that excellence therefore is not an act, but a habit. Through his own experience, Pepe has learnt that there are two kinds of habits: those that limit us and those that liberate us. And in order to eradicate a limiting habit, you simply have to replace it with a liberating one.

Throughout this book, Pepe shares some of his own most limiting habits that held him back over the course of his journey, and the liberating habits he replaced each of them with in order to create a significant breakthrough in his own life. From turning wine into water, to replacing television with the kitchen table, if any book could come with a warning sign, then this one should. Because ...

It may just change your life.

20 Habits That Break Habits is written with a deep care for human potential, and in service of your journey towards discovering your own inner greatness.

Draft Cover

... in order to eradicate a limiting habit, you simply have to replace it with a liberating one.

PEPE MARAIS is a South African entrepreneur and co-founder of the country’s largest independent integrated advertising agency, Joe Public United.
The world remains uncertain.

The future of the African continent could be bright if all the efforts succeed that are being pursued for the better wellbeing of Africans. But … South Africa has to address many critical issues, which Vusi Gumede reflects on, if it is to achieve the society envisaged in the Constitution. And all South Africans – whatever the colour of their skin – have an important role to play.

South Africa has been at the crossroads for a long time, and Africa, as a whole, has been fragile.

In *Africa’s Wellbeing in an Uncertain World*, Vusi Gumede discusses critical issues about Africa, with specific attention on South Africa. He has revisited opinion articles and blogs he has been writing since the mid-2000s and in this book he has taken his ideas and arguments – all the while taking into account what others have said about similar issues – together with his thoughts on the recent changes globally and in Africa, and has presented them in a thought-provoking, accessible style.

**Vusi Gumede** worked in the South African government for many years before becoming an academic. Prior to joining government, he worked as a researcher and lecturer while undertaking post-graduate training in economics. He has been analysing various critical issues about South Africa, the broader African continent and the world, and for 20 years he has published numerous journal papers and books, as well as opinion articles and blogs, based on his research and academic publications. Vusi has lectured economics, African political economy and policy studies at various universities in South Africa and is affiliated with numerous other institutions in various positions, among others, Oxford University’s Centre for the Study of African Economies, the UNDP International Policy Centre, Cornell University’s Institute for African Development, the Centre for Advanced Studies of African Society, Yale University’s World Fellows Program and the Mapungubwe Institute for Strategic Reflection.

*South Africa has been at the crossroads for a long time, and Africa, as a whole, has been fragile.*
Sisa Ngebulana stands out as one of Africa’s most successful businessmen. The brains behind some of the country’s top malls, Sisa’s work has changed South Africa’s landscape indelibly – and it all started behind the counter of a small general trader in a village outside of Mthatha.

Sisa’s journey from resourceful village boy to property mogul is at once captivating and inspiring. Raised by grandparents who shunned the idea of idleness, Sisa’s entrepreneurial character was forged at an early age. Accustomed to keeping busy, to finding solutions to stumbling blocks and striving for excellence, it would appear that Sisa’s success is merely a case of destiny fulfilled.

However, he has encountered many seemingly insurmountable challenges along the way – and his description of these trials, along with the strength he had to cultivate in order to overcome them, is particularly stirring.

Against the Odds is Sisa’s compelling account of these challenges and triumphs. Honest and inspiring, it is a must-read for anyone who has ever had an interest in starting their own business. Crammed with intelligent insights about what it takes to become an entrepreneur, enlightening life lessons and practical advice, it may well be regarded as business book and guide for the twenty-first century.

At the same time, it is also an often-moving story about finding your way in a world that is often harsh. After growing up in the sheltered environment of his grandparents’ compound, Sisa was forced to adapt to new worlds; first at boarding school, then university, and finally as one of the first black lawyers at a time when South Africa was standing on the brink of transformation. His lessons were hard learned but far reaching – and they are imparted here in a way that encourages the reader to examine their own lives, and find the best in themselves.

Against the Odds is a book for every African who has wondered how they can escape the trappings of their circumstance; for every entrepreneur seeking a how-to guide; and for everyone seeking an example of a role model living their very best life.

... for every African who has wondered how they can escape the trappings of their circumstance.
BACKLIST
CATALOGUE

TRACEY McDonald PUBLISHERS
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 large companies. 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.

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 Broodryk’s business experiences, the bestselling 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!
The Exponential Guide to Leveraging Technology for Business Success

MUSHAMBI MUTUMA

Artificial Intelligence. Automation. Blockchain. Internet of Things. Big Data. The Fourth Industrial Revolution. Who actually knows what any of these concepts mean for their business, much less how to integrate them? Things are moving at a faster pace than ever before and trying to keep up has become intimidating and overwhelming. It’s tempting to bury your head in the sand than try to make head or tail of it all.

But none of the buzzwords actually matter! You don’t have to jump aboard every single change and adjustment in the market, or trade in your suit for a T-shirt, jeans and sneaker combo. If you have the right context, it’s a lot simpler to understand and use technological shifts as an opportunity to transform your business.

Tech Adjacent is about understanding the principles of tech and its pace, hearing the footsteps of where it might be going, knowing how disruption and innovation work tangibly and, most importantly, leveraging it for your individual exponential success.

Innovation is contextual, so while Uber, Airbnb and Facebook are grandiose Silicon Valley success stories, they have little relevance in our own market. This book shares stories and case studies of African businesses, exposing who is getting disrupted as we speak and why, as well as how new companies are leading the next wave of growth.

Many people believe that quitting your job and becoming an entrepreneur is a romantic notion, but being your own boss isn’t just about freedom. Nor is it about the status that comes your way when you innovate the product or service that no one knew, until now, they simply could not live without. And it’s not even about the amazing income you’ll be getting when your start-up hits the big time.

Entrepreneurship is none of these things. It’s about plain hard work which often garners little – if any – reward. It’s about keeping going even when you feel you have no more to give and remaining focused and consistent when all you want to do is walk away. It’s about searching through dustbins for business, leaving no stone unturned.

Abed Tau knows this because he has walked the entrepreneurial road many times. Having started a number of businesses – some successful, others not – he knows what it’s like, and what it takes, to be an entrepreneur.

While entrepreneurship may ultimately be richly rewarding, it’s important to know some of the challenges upfront before you set off to chase your dream. In Searching Through Dustbins, Abed shares his experiences with candour and humour, painting an honest picture of the life of an entrepreneur. Essential reading for any would-be or start-up business owner, it’s a vital insight into what to expect and it also provides pragmatic advice for starting or building a business.
CONQUERING THE POVERTY OF THE MIND - MaZwane’S STORY
From Shipping Container to BUSY CORNER
RITA ZWANE & ISABELLA MORRIS

MaZwane has become a legend in South Africa as a pioneering entrepreneur – and an inspiration for those who ask questions about opportunities in the informal township economy.

Her answer to those who doubt whether they can make it, is that you do it through perseverance, sacrifice, seizing opportunities, and offering superior products and service.

In 1989 Phumlaphi (‘Rita’) Zwane left KwaZulu-Natal to find work in Johannesburg after becoming a teenage mother. She could count on the love of her family, a matric certificate and her faith, but had no job prospects, and no knowledge of the business world or life in the big cities.

Her memoir takes the reader from the tough times of finding her feet in Johannesburg, through a variety of jobs and life experiences, to finally fighting her way to success as a respected member of the township economy and starting the successful Imbizo Shisanyama business.

MaZwane tells how she progressed from having virtually no income or permanent home to becoming the first person to formalise and commercialise shisanyama in the townships – and provide a comfortable home and legacy for her children.

PERSONAL BRANDING FOR ENTREPRENEURS
Actions and insights to build Brand YOU, the foundation of your business
DONNA RACHELSON

Personal Branding for Entrepreneurs provides quick-fire, practical advice and real-life examples and success stories to help entrepreneurs build and market their own personal brands.

In today’s fast-paced, interconnected world, you need to have a personal brand, apart from that of your company. If you haven’t already got one, you need to start cultivating it into something of your choosing before it becomes defined by those around you.

Learn what your personal brand is, why it’s critical to your success as an entrepreneur and what you need to do to grow, maintain and nurture it.

Donna Rachelson, a specialist in branding and marketing, and the author of three books, distills and shares her insights from years of experience in helping entrepreneurs grow and scale their businesses through the building of their authentic personal brands.

Jam-packed with easily digestible nuggets of information and easy-to-apply actions, and with contributions from seven other entrepreneurs from different industries and at different stages of their personal branding journeys, Personal Branding for Entrepreneurs is a must-have in any entrepreneur’s personal development toolkit.
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?

Billionaires 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.

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.
12 Principles for High-Impact Entrepreneurs

MATT BROWN

98% of businesses fail in their first ten years. Of the 2% that survive, only a fraction of them achieve high-impact growth.

WHAT’S THEIR SECRET?

Over the course of four years Matt Brown has interviewed hundreds of local and international entrepreneurs and business experts for his podcast, The Matt Brown Show, and in the process has created a lexicon of business, growth, start-up and funding hacks that anyone can learn from and implement.

He has come to the conclusion that the single defining factor between entrepreneurs who make it and those who don’t is internal. It’s all about the inner game. Entrepreneurs with a strong inner game live, breathe and work according to a set of principles that define everything they do.

In this book Matt draws on the lessons he’s learned, both as an entrepreneur who has launched nine businesses, and as a podcast host with hundreds of interviews under his belt. He delves into what separates great businesses from their mediocre peers; the mindset that entrepreneurs should embrace if they want to grow their businesses; and, ultimately, the secret to building a business of purpose that fulfils a greater need for their founders.

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Are you happy?
Are you fulfilled in your relationships?
Are you growing your business?
Are you inspired?
Are you passionate about your life?
Are you passionate about your business?
Are you radiating success?
Are you making a difference?

No? Then business coach, entrepreneur and motivator Jamal Sahib has the antidote.

In Start with the End in Mind, Jamal will lead you on a journey of self-discovery into you, the people around you, the mindset you bring to life and business, and how your preconceived ideas about leadership, fulfilment, expectation and responsibility can derail your dreams.

Using real-life coaching examples, coupled with the latest coaching techniques and insights, Start with the End in Mind will help you strip out imposed ways of thinking, enable you to crystallise your ambitions, deepen your understanding and appreciation of the people around you and guide you to a better, healthier, more fulfilling and impactful future.

Start with the End in Mind - The 5 Secrets to Life & Business will:
• Teach you to value your strengths
• Show you how to capitalise on your weaknesses
• Equip you with the tools to get the most out of those around you
• Give you permission to surround yourself with positivity
• Tear off the blinkers of self-deception so you can clearly see your path
• Lead you from dreams and goals into action and success

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Trade Paperback | 212 pages | R250
RELEASE DATE July 2019

Soft Cover | 192 pages | R230
ISBN 978-0-6399928-6-0
RELEASE DATE October 2019
BoREDOM SLAYER  
A Speaker’s Guide to Presenting Like a Pro  
RICHARD MULHOLLAND

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.

Soft Cover | 230 pages | R230  
ISBN 978-0-6399264-9-0  
RELEASE DATE December 2018

LEGACIDE  
Why Legacy Thinking is the Silent Killer of Innovation  
RICHARD MULHOLLAND

“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 ground-breaking (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.

B-Format Paperback | 136 pages | R180  
RELEASE DATE February 2017
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 Afrapolitan 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.

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.

‘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.
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.

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.

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ACTA NON VERBA
The Playbook for Creating, Achieving and Performing at your Highest Level

Erik Kruger

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. It’s not about the words on these pages; it’s about what you do with them.
According to Brad Shorkend and Andy Golding in their book "We Are Still Human [and work shouldn't suck!]

"Does your job make you feel worthless, miserable, depressed and anxious, sick to your stomach, suicidal, angry?"

When the authors, Brad Shorkend and Andy Golding, typed in the words 'my job makes me' on Google these are prompts they received because so many people had previously searched all of these that Google assumed they 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 this? 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.

Engagement surveys and culture assessments aside, do you really, truly, honestly know what experiences the people inside your business are having? 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).
How Africans Consume Brands

FEYI OLUBODUN

When Feyi Olubodun, former 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.

Swimming with Sharks
Simple Business Guidelines for a Complex World

GAVIN MOFFAT

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 / 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?
CORPORATE SOCIAL INVESTMENT
A Guide to Creating a Meaningful Legacy

SETLOGANE MANCHIDI

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.

Soft Cover | 160 pages | R240
ISBN 978-0-6399395-6-8
RELEASE DATE November 2018

IN MATH WE TRUST
The Future of Money

SIMON DINGLE

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 2011, designing products that make it easier to engage with this new world of money. He is also a broadcaster, writer and speaker who makes complex subjects simple for his audiences. Having led the product team at one of the world’s first Bitcoin exchanges and on other popular fintech products, Simon continues to design and invest in projects that make money more fair, this in addition to his weekly radio show on 5FM that helps people with technology more generally.

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.

B-Format Paperback | 160 pages | R170
RELEASE DATE April 2018
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
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.

Are you ready to rise to the challenge of increasing the metabolic rate and success of your business?

The Other End of the Telescope is a high speed gallop through the absurdities and challenges of getting things done in large companies, and the inherent contradictions in leadership and organisational behaviours that prevent businesses from realising their potential and achieving greater success.

In this collection of thought provoking essays, Ian Russell draws on more than 25 years’ experience of leading and working in large organisations around the world to distil the key themes and challenges confronting big business today.

The book tackles key topics such as organisational cholesterol, the loneliness of leadership, human capital strategy failures, performance destroying ‘head offices’ and the ‘myths’ of talent scarcity and the so called Fourth Industrial Revolution, among others. Each essay pairs a deep understanding of the real world and lessons learned the hard way, with powerful and pragmatic insights on how big business can change the way in which it does things.
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.

Rise and Raise!

LIFE SIMPLIFIED
A Transformational Book

NIANELL

In Nianell’s darkest moment she discovered that she was never truly alone. Just before she wanted to take a leap out of this life, a voice within her said: ‘Do you really think you would have chosen this life, if this was it?’

All that I had learned from the wonderful teachers I’d had in my life popped into my mind in that moment. Their journeys, their struggles, their failures, their pain, their successes, their teachings.

If they had not had the courage to share their stories with us, and what they learned from them, we would all still be fumbling around in the dark.

What I learned from them saved my life.

I do what I do because I know how easy it is to forget who you are, how easy it is to forget your worth, and how easy it is to miss out on living a magnificent life.

I’m here to remind you, in Life Simplified, that you are love. You chose this life to learn how to love, and how to allow yourself to be loved.

By reminding you, I remind myself.
My Lion’s Heart tells Gareth Patterson’s life story, a story inextricably interwoven with the plight of the lion and all wildlife in Africa. When he was born in 1963, it was estimated that perhaps four hundred thousand lions graced the continent of Africa. Today it is thought that only some twenty thousand lions exist in the wilds.

When Gareth wrote his first book (Cry for the Lions) in 1988 about the plight of the lion, it was estimated that two hundred thousand lions existed. On the publication of that book, certain conservationists almost scoffed at the young author’s concern about the lion, making statements like “Lions are not threatened. Lions breed rapidly in the wilds, and are certainly not in trouble”. How Gareth wishes that they had been right. Since then, twenty six years later, we have lost 90% of Africa’s lion numbers.

My Lion’s Heart takes the reader on Gareth’s life journey attempting to create awareness about the plight of the lion, and his attempts to greater protect this animal, which is the iconic animal symbol of Africa.

Forgiveness Redefined is Candice Mama’s honest and healing story. It tells how she found ways to deal with the death of her father, Glenack Masilo Mama, and to forgive the notorious apartheid assassin Eugene de Kock, the man responsible for his brutal murder.

We follow Candice’s journey of discovering how her father died, how this affected her and how she battled the demons of depression before the age of sixteen. But most importantly, we follow her journey towards beating the odds and rising above her heartbreaks.

Candice tenderly opens up about the result of the trauma of her father’s death on her entire family, and meeting her mother for the first time at the age of four. She tells about the confusing, yet fascinating, dynamics that later unfolded as she discovered pieces of herself, rediscovered relationships with her own family and came to forgiveness and understanding.

This book serves as inspiration for other young – and older – people to look at their own stories through different lenses. Candice’s experiences are not unique, and she offers healing thoughts to others who suffered similar trauma by sharing the details of her own story.
MEMOIRS & BIOGRAPHIES cont ...

FROM PARA TO DAKAR
Overcoming paralysis and conquering the Dakar Rally, a journey of courage and determination

JOEY EVANS

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.

BRAVE LOTUS FLOWER RIDES THE DRAGON
TRACY TODD

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.

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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.

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.
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 marvelously irreverent banter, and finally became the subject of several compelling documentaries, one of which - ‘Fool in a Bubble’ - premiered in New York in 2010.
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.
The Real Interior not only allows the reader a behind-the-scenes peek into the glitz and glamour of design and décor, but into a career once never considered an option for a young girl, born in Soweto.

As one of the first black and very recognisable faces of Interior Design in Africa, Nthabi Taukobong was thrust into the limelight from the very start of her profession. Spanning a career of more than 23 years she has worked on esteemed residential and leisure projects for presidents, African royalty, captains of industry and five-star hotels, to name but a few.

Through the rough and often very challenging terrain of her chosen career, sprinkled generously with the high-end glamour of prestigious interiors that Nthabi has been privileged to work on, she learned that she, in fact, had to be seated right within her own interior before she could offer anything further to those in search of her creative gift.

And as she searched and explored the greater world of design, trying to grasp what it really took to be an esteemed designer, the journey unexpectedly brought her right back into her own home. Not only Nthabi's physical home, but also to her inner-home, the place that she refers to as her ‘real interior’.

Over the past two decades, the rapid emergence and spread of both local and transnational extremist organisations has become a primary source of insecurity in Africa. Extremist organisations represent the fluid and variable nature of conflict systems today and are at the heart of some of Africa’s most enduring conflicts. Moreover, the inability of African states to contain the threat of extremism, or of heavy-handed security responses, has led to the loss of thousands of lives, displaced millions, and deeply impacted the continent’s democratisation and development goals.

This is the second anthology published by Good Governance Africa (GGA) on the topic of extremism and political violence in Africa. Extremisms in Africa, one of the first anthologies of its kind on this topic to be authored - and published - on the African continent, provided an account of how extremist groups arose in Africa and the various ways in which they have harnessed their global agendas to local conflict dynamics and structural challenges, enabling them to exploit the grievances of individuals and communities for their cause.

This anthology, Extremisms in Africa Volume 2, looks forward, giving special attention to the ways in which emergent trends, global geopolitics and conflict dynamics merge to impact upon the African continent.
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’.
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.
THE LEGACY TRILOGY
Book 1 - THE LEGACY  
Book 2 - THE LEGION  
Book 3 - THE LEGEND

MELISSA DELPORT

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.

The Legacy (Book 1)
B-Format Paperback | 368 pages | R150  
RELEASE DATE July 2014

The Legion (Book 2)
B-Format Paperback | 388 pages | R150  
ISBN 978-0-620-59641-1  
RELEASE DATE July 2014

The Legend (Book 3)
B-Format Paperback | 358 pages | R150  
RELEASE DATE February 2015
RAINFALL
How far would you go to save the man you love?
MELISSA DELPORT

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 WEEPING
Sometimes the Things We Cannot Change, Change Us
BRETT MICHAEL INNES

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.
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