

Give that brand a boost... - 12 Jan 2015

BY ILSE VANDEN BERG, @BIZ_AFRICA



Looking to break into the lucrative African market? [Leigh Andrews reports](#) that the key may lie in a new online directory, A-Listers, with the power of social network functionality that links your brand to African celebrities. She chatted to Laura Eboa Songue, Founder of A-Listers, to find out more...

On the digital/mobile front, the Nigerian Government has revealed [plans to connect 50%](#) of its population to 3G broadband during the course of 2015; and international research firm Frost & Sullivan predicts sub-Saharan Africa will over the next seven years [experience the fastest growth in mobile usage globally](#).

Last but not least, check out some tips on [hiring the right employee for a small business](#) as well as [how to react when making market research mistakes](#).

That's all from me!

Cheers!

Ilse van den Berg, Editor: Marketing & Media Africa (@Biz_Africa)

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