

# Get the full 2014 Biz Trends package - 17 Feb 2014

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Finally, what you've all been waiting for, your full package of [2014's Biz Trends](#) now available at the [click of a button](#). In addition, this year you have the option of downloading the PDF or viewing it as a digital magazine, or both! Do remember to keep your eyes peeled mid-year when we will be revisiting all of these trends - should be interesting!

In today's newsletter, Honore Gasas writes about how, despite the need for innovation and a history of getting it right, [South African businesses are not innovating](#). She says that all too often South Africans leave innovation to the developed markets, choosing only to implement and localise global solutions.

[Social Media Week](#) kicked off today in Lagos and a host of other cities around the world exploring the social, cultural and economic impact of social media.

Finally, last week's [Biz Takeouts podcast](#) is now available. We hear from Conn Bertish, current ECD at Quirk and EFC Africa president, Cairo Howarth.

Have a good one!

Cheers!

**Ilse van den Berg, Editor: Marketing & Media Africa (@Biz\_Africa)**

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