

Let's make 2015 a year to remember - for all the *right* reasons - 5 Jan 2015

BY ROD BAKER

2014 has come and gone, and it's history... even though much of what began last year seems destined to continue... Eskom leaving us in the dark with monotonous and irritating regularity and all the other trials and challenges we had to face.

Africa faced its challenges during 2014, though a number of key economies are growing at a pace that should make us in SA green with envy... not that you'll be able to see much in the dark, anyway. That means, however, that Africa is rich with possibilities.

So let's make 2015 a year to remember, for all the *right* reasons... meeting and beating challenges, making sure the advertising, marketing and media sectors, and all the others as well, a 2015 of success and achievement.

It won't be easy, and we won't always succeed, but if the hits outweigh the misses, 2015 will be a year we can look back on with some satisfaction, across SA and Africa.

We at Bizcommunity are starting 2015 with a bang... with an even better overview of the trends you can expect in 2015, and a range of products designed to help your business prosper.

All the best for 2015 to you all from the Bizcommunity Team.

Rod Baker



Rod Baker is
Content Director at
Bizcommunity.com.

A journalist since before computers, he worked on a wide range of magazines and, in his youth, rose through the ranks from being a lowly and abused sub-editor, to a high and still abused editor and publisher. He has been editor and publisher of a number of magazines, as well as a newspaper. He has edited many books, and written a number too. Email him at rod@bizcommunity.com.

For more, visit: <https://www.bizcommunity.com>