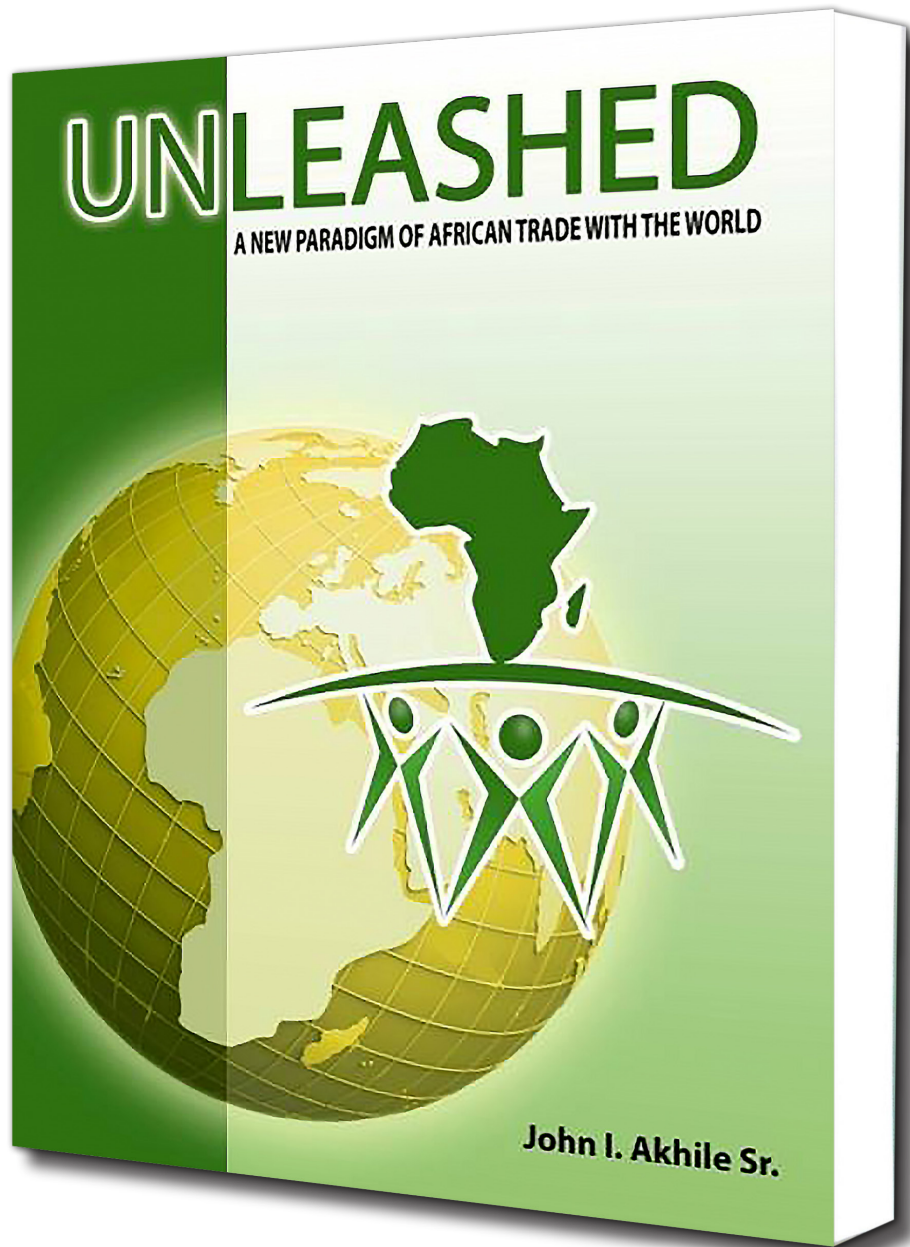


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844-344-1903



2017

What is an Online Book Tour?



The 2017 Unleashed Online Book Tour will showcase *Unleashed: A New Paradigm of African Trade with the World* and author, John I. Akhile Sr., on a variety of sites through interviews, guest articles, podcasts, and book reviews.

Unleashed has been endorsed by experts such as former chief economist of the World Bank, Dr. Justin Yifu Lin. It is a relevant and seminal book that can alter the course of any African country from poverty to prosperity.



Book Synopsis

Unleashed: A New Paradigm of African Trade in the World is a socio-political-economic discourse of how to rid African countries of the scourge of unnecessary poverty. The suggested structural shift is based on African countries converting to export-oriented economies. The book discusses the subject through the lens of trade and development and looks at the main reason for the core challenges facing African countries. It reviews some historical context of Africa in global trade, and also reviews the rise of Asian Tigers. It analyzes the relevance and transferability of specific qualities in the rise of Tiger economies to African countries and explains a series of opportunities to transform the economies of African countries. And finally, *Unleashed* challenges African leaders to address the fissures of service delivery and dependability as well as the legal framework necessary to assure safety of capital in their economies.

“John I. Akhile Sr.’s *Unleashed: A New Paradigm of African Trade with the World* is a book full of practical insights about how to make such quick wins happened in Africa. This book is must reading for anyone who concerns about the poverty reduction and prosperity in Africa.”

—Dr. Justin Yifu Lin, Professor, National School of Development, Peking University and Former Chief Economist, the World Bank



Tour Stops

We are scheduling “stops” such as interviews, reviews of the book, and guest posts by John I. Akhile Sr. for our online tour stops. The stops will be on a variety of different online outlets including, but not limited to, podcasts, news publications, special interest sites, and personal and professional blogs.

Marketing Benefits

By participating as one of the online book tour stops, your site will receive marketing benefits from the Unleashed Marketing Team.

- Links to each stop will be posted on our [website](#).
- Each stop will be heavily marketed on our social media platforms leading up to and following the publishing date of your site’s tour stop.

By publishing content about *Unleashed* on your site and sharing it across your networks, this important book will find its way to more readers and bring about positive change on the African continent. In turn, our online audience will also be directed to visit your site, increasing your traffic and audience as well.



9,397



5,782



4,741



153



129

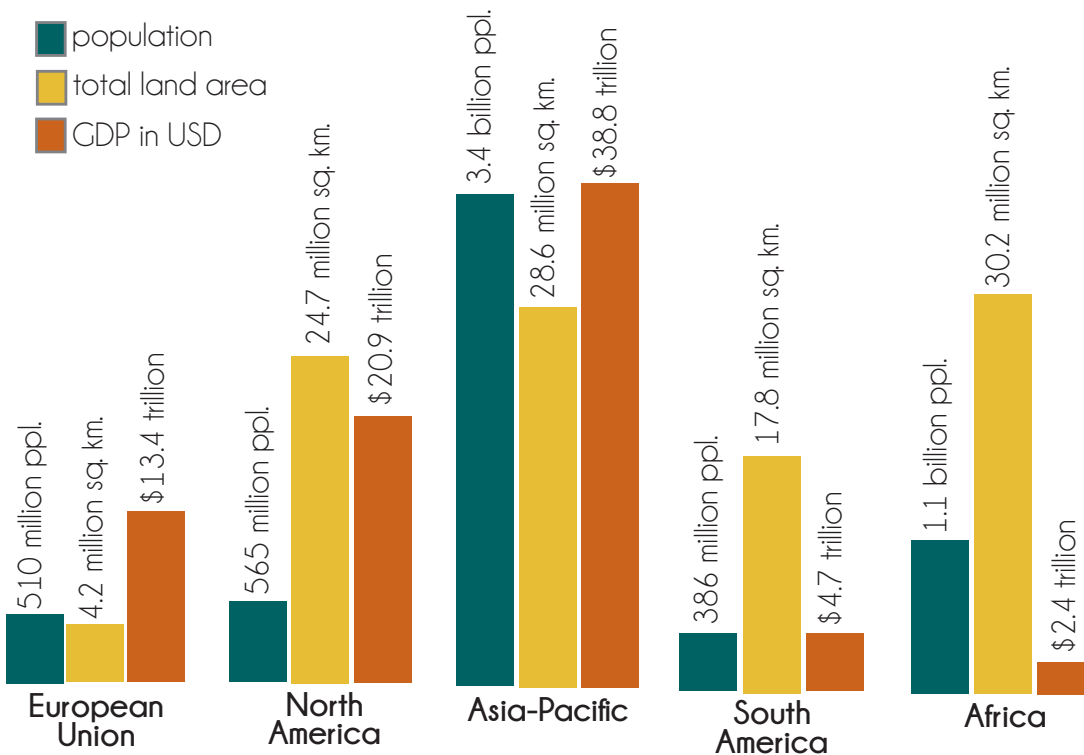


“A book of compelling honesty but great optimism. It proposes a vision that overturns a long history of pessimism about Africa, and deserves to be read by policy-makers and investors globally.”

—Dr. Stephen Chan, Professor of International Relations at the SOAS University of London

Resources

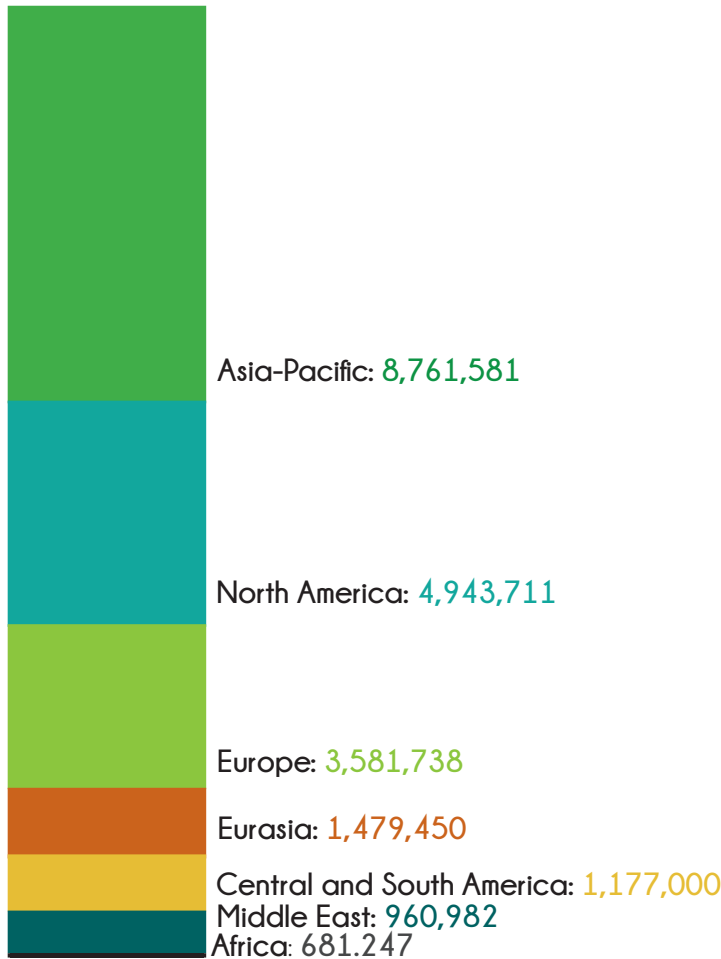
Book Relevance



Africa is number two in land and human resources available but bringing up the rear in conversion of resources into welfare and prosperity for its people.

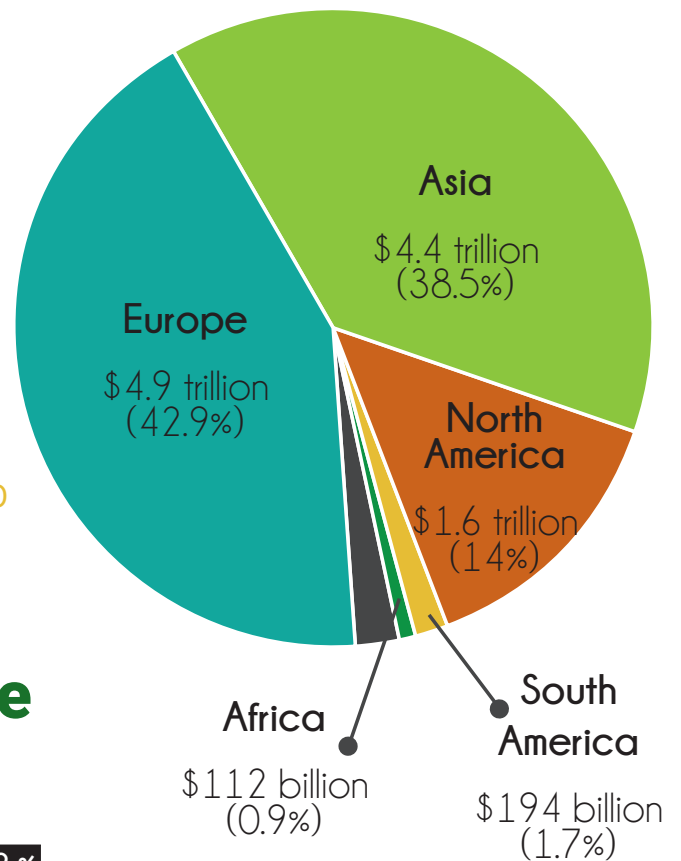


Energy Consumption (2011 data in billion kilowatt hrs.)

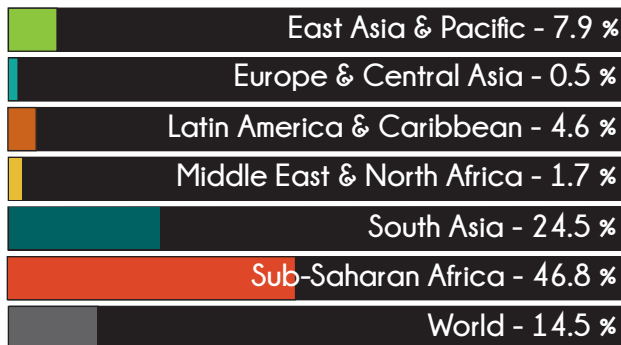


Exports of Manufactured Goods (non-fuels/agriculture)

World Exports - \$11.4 trillion



The Tale of the Tape of Global Poverty



Poverty headcount ratio at \$1.25 a day (PPP)
(% of population in 2011)

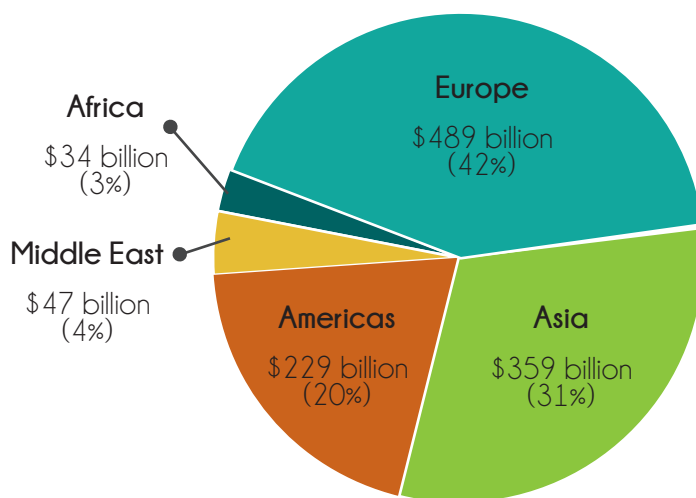


Tourism

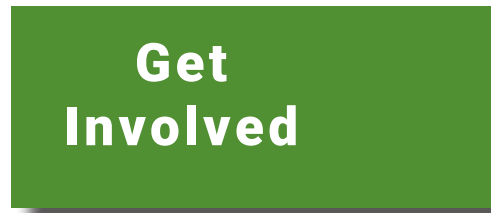
In absolute terms, receipts in destinations around the world increased by US\$ 81 billion (euro 34 billion, comparatively less due to the depreciation of the dollar) from US\$ 1078 billion (euro 839 billion) in 2012.

Europe, which accounts for 42% of all international tourism receipts, saw the biggest growth in 2013: up US\$ 35 billion to US\$ 489 billion (euro 368 billion). Destinations in Asia and the Pacific (accounting for 31% of all tourism receipts) increased earnings by US\$ 30 billion to US\$ 359 billion (euro 270 bn). In the Americas (20% share), receipts increased by US\$ 16 billion to a total of US\$ 229 billion (euro 173 bn). In the Middle East (4% share) total tourism receipts are estimated at US\$ 47 billion (euro 36 bn) and in Africa (3% share) at US\$

Tourism Receipts by Region (2013)
World Exports - \$1.4 trillion



For more information about the book or to become an online book tour stop:



Visit unleashafricantrade.com

Read our [media kit](#)

Contact Gayle Cottrill with any questions via email at g.cottrill@unleashafricantrade.com or by phone at **844-344-1903**.

