

# MarkLives.com launches print magazine

*Mark: Africa Dispatches*, the first of what will be a series of annual print products from the publishers of MarkLives.com, has been launched.

The magazine is published in tabloid format on newsprint. This first print issue focuses on the growth of economies in Africa and brand building in key markets on the continent.

The publication is the first of several planned forays into the print environment from trade website MarkLives.com. The intention, according to publisher Herman Manson, is to differentiate from other titles.



## The first issue contains:

- An exclusive excerpt of Nigerian-American journalist Dayo Olopade's debut book about breaking the rules in modern Africa. Called 'The Bright Continent', in the book Olopade offers a refreshingly hopeful view about the commercial map of Africa.
- The inside story of HKLM's growth in Africa from Sean McCoy.
- Brand confessions from Romeo Kumalo, chief operating officer of Vodacom International Business, who discusses the primary mistakes the mobile giant made in Africa.
- The territories Celeste Fauconnier, Africa Analyst at RMB, recommends for brand growth, and much, much more.

An electronic edition of *Mark Magazine* is available for preview and purchase through [www.marklives.com/markmag/](http://www.marklives.com/markmag/). Follow MarkLives on [Twitter](#), [Facebook](#) and [Google+](#).

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