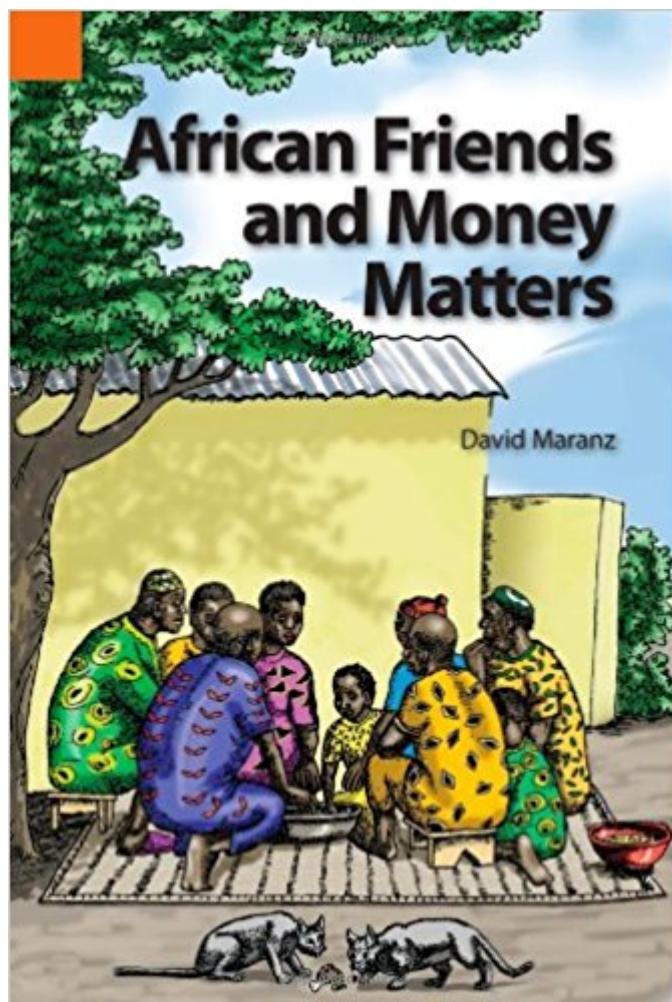


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# African Friends And Money Matters: Observations From Africa (Publications In Ethnography, Vol. 37)



## **Synopsis**

This book, African Friends and Money Matters, grew out of frustrations that Westerners experience when they travel and work in Africa. Africans have just as many frustrations relating to the Westerners in their midst. Each uses and manages money and other resources in very different ways, and these differences create many misunderstandings and frictions. The author deals with everyday life in Africa. He first introduces the very different goals of African and Western economic systems and then presents ninety observations of African behaviors related to money matters. Explanatory comments are given that show how each one works out in real life. He illustrates his and others' experiences with anecdotes from across the continent. Drawings by two African artists add further clarity to the text as they capture Africans and Westerners in authentic situations. The result is that the reader is able to make sense of customs that at first seem incomprehensible. This book will be of interest to Westerners living, working, or traveling in sub-Saharan Africa: business, government, diplomatic, and NGO personnel, religious workers, journalists, development sociologists, and tourists. The audience also includes professors and students in African studies. Africans will also be interested for what it reveals about Western culture and many of the significant ways Westerners react to Africa.

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## **Book Information**

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## **Customer Reviews**

This is an incisive, sociological story that grips like a good novel. In the musical "My Fair Lady",

Professor Henry Higgins when realizing that he cannot control his "project" student, Eliza Doolittle, sings lamenting "Why can't a woman be more like a man..." It is very easy for us born into a certain culture to have that feeling about particularly 3rd world cultures, and especially about sub-Saharan Africa. Westerners (North Americans and Europeans) often come away from Africa perplexed about life-style and ways of doing things. "Why do they...." and "How do they..." preface our questions when we think of actions we observe that seem counter-productive or may appear to "shoot a society in the foot." Why might money given for fertilizer to be purchased in May, instead be spent on a family wedding in April? How can one be a friend without seeming like a "sugar-daddy"? How can anyone maintain 40 "very-close friends"? David Maranz, an anthropologist with 25 years experience working in Senegal with the Summer Institute of Linguistics, has written an introduction to the whys and hows of African life, based on his experience and numerous interviews he has had with both native Africans and Westerners living in Africa. This is an "Aha!" type of book, some of which may apply to societies in other countries as well. Dr. Maranz's discoveries are fascinating and often entertaining. Better yet, they provide important answers and background necessary for the respectful and productive interaction of drastically different cultures. He is clear to make the point that his assessment is not a one-size-fits-all in describing the many countries and multiple tribes within countries of Africa.

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