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388 gm.

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From Corner Café to JSE Giant: The Famous Brands Story / Carie maas
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Famous Brands Ltd, as it is known today, started as a single Steers restaurant in the early 1960s, and now comprises more than 2100 restaurants across a portfolio of 20 brands, as well as extremely lucrative logistics, manufacturing and retail components.

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Brands in the Famous Brands stable include: Steers, Wimpy, Debonairs Pizza, Mugg & Bean, FishAways, Milky Lane, tashas, Vovo Telo, Giramundo, Europa, Fego Caffe, Keg, McGintys, The Brewers Guild, House of Coffees, Brazilian Café, Juicy Lucy, Turn 'n Tender, The Bread Basket, Trufruit, Aqua Monte, Baltimore.

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Doing Time / Peter Vundla Jacana Media, South Africa 2013 180pp.; 9781431404476 \$ 23.00 / HB

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Peter Vundla is not afraid of hard work. He is not put off by challenges. Doing Time sees Peter Vundla recount his time spent at companies like African Merchant & investment Bank, M&G Media Limited, Castle Lager, the Advertising Standards Authority's (ASA) and the SABC. With decades of experience behind him, he is an advertising industry veteran. As the founder of South Africa's first black-owned advertising agency, HerdBuoys in 1991, he is also a pioneer.

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Lessons from the Boot of a Car / Reg Lascaris The Penguin Group (SA), South Africa 2013

9780143538509 \$ 33.00 / HB

Reg Lascaris, one of South Africa's most celebrated marketers, literally started out from the boot of an old car. The road leading from the one point to the other has been long, uneven and often difficult, but in one respect it never failed: there was always a lesson to be learnt. Lascaris, together with his partner John Hunt, sparked not only some of the most iconic ad campaigns in the world, but the transformation of the South African advertising industry into a twenty-first century powerhouse.

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The Grand Scam / Rob Rose Zebra Press, South Africa 2013 272p.; 9781770226210 \$ 27.50 / HB From 2005 to 2009, the heir to one of South Africa's blue-blood families methodically constructed the largest-ever con in South African history. Barry Tannenbaum, the grandson of the founder of one of the country's biggest pharmaceutical firms, Adcock Ingram, offered investors stratospheric returns of more than 200 per cent a year by investing in the components used to make AIDS drugs. It was nothing more than a lie, which suckered the country's business elite, including the former CEO of Pick n Pay, the one-time head of the Johannesburg Stock Exchange and the ex-boss of OK Bazaars.

After the bubble popped in June 2009, finance minister Pravin Gordhan announced that hundreds of investors in South Africa, Australia and Europe had ploughed more than R12.5 billion into Tannenbaum's scheme, based on the empty promise of immense riches. Dwarfing the Brett Kebble rip-off, Fidentia and the Krion pyramid scheme, it proved to be the most embarrassing financial disaster in the country's history, and it exposed holes in a banking and financial system billed as one of the safest in the world.

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From Agriculture to Agricology : towords a glocal circular economy / Professor Dani Wadada Nabudere

Real African Publishers, South Africa 2013

220p.;

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Tax, Lies and Red Tape / Dawie Roodt Zebra Press, South Africa 2013 200p.; 9781770224810 \$ 29.95 / HB

Find out why: It's wrong to blame Wall Street bankers for the global financial crisis; The rhino-horn trade should be legalised; Exempting anything from VAT is a bad idea, even for the poor; Job creation is a fruitless exercise; South Africa's problem is not poverty. Tax, Lies and Red Tape is an insightful, easy-to-understand, very opinionated book about economics by one of South Africa's most experienced and controversial economists. Dawie Roodt argues that economics is not about numbers, graphs and statistics; it is about people, and about how they react to incentives. Unfortunately, our politicians seem to have forgotten this. Using simple concepts and thought-provoking anecdotes, the book explains how 'the market' evolved with humanity, what was wrong with communism, what the global financial crisis is really about, the ways in which the state spends your money (and the ways in which it actually should), how tax is collected, how money and nflation really work, the ins and outs of trade, and the ups and downs of labour.

http://www.marymartin.com/web?pid=158094

Poor Numbers : How we are misled by African development statistics and what to do about it $\!\!\!/$ Morten Jerven

UCT Press, South Africa 2013

187p.;

9781775820659

\$ 27.50 / PB

Existing data on income and growth in sub-Saharan African countries are unreliable, even seriously misleading. The author provides the first systematic analysis of the level, direction and causes of the errors, looking at a range of African countries, from Benin to Zambia, including South Africa. He then describes why these errors matter. What seem like dry numbers actually have a huge impact on the welfare of these developing countries. Economic growth rate estimates and per-capita income statistics are vital for local governments and for economic aid. Jerven's research suggests that data supplied by national records and statistical offices substantially misstate the actual situation. As a result, scarce economic aid is misapplied, policymakers' attempts to improve their citizens' lives are frustrated, and donors have no accurate sense of the impact of their aid. Jerven explains what can and should be done to improve the guidelines for both the production and use of statistics.

http://www.marymartin.com/web?pid=153199

Leveraging Trade for Economic Growth in Cambodia CDRI Working Paper Series No. 81, June 2013 / HING Vutha

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