



From Witblits to Vuvuzelas: Marketing in the New South Africa

Dale Hefer

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In *From Witblits to Vuvuzelas*, Dale Hefer, founding director of the Chillibush Group of Companies, shares a wealth of advice with South African marketers in the New South Africa. In a rapidly evolving industry, new and innovative ways of understanding target markets, objectives and go-to market opportunities are required. For this reason, the book dispels popular myths about which part of the population makes up the 'main market', provides novel guidelines based on the author's years of experience with clients and incorporates invaluable insight from local marketing legends. Personal anecdotes illustrate key concepts, while the main focus of the book is on our diverse culture and the challenges and pitfalls that marketers encounter in this country. Informative, witty and accessible, *From Witblits to Vuvuzelas* is an essential tool for anyone in the marketing industry or for those who want to enter the world of marketing.

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