

The new world of black consumerism

In this video, Nyiko Chauke of Marketing Fridays interviews Sunshine Shibambo of <u>Cheriyasekasi</u> about her role as an ideation specialist and the new world of black consumerism.

In case you missed the last one:



#MarketingFridays: Tapping into the African consumer

Share your thoughts with Nyiko at nyiko.chau@gmail.com. Follow #MarketingFridays on Facebook, Instagram and/or Twitter.

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