

CABANGA BOOKSHELF

# EVERY HOME NEEDS A BOOKSHELF

The bookshop of Cabanga Africa Group, and the full service behind an author's book - from the manuscript to the shelf, the magazines and the launch.



**12**

MAGAZINES CARRY IT

**5**

COUNTRIES WITH  
BOOKSHELVES

**4**

AUTHOR SERVICES

**43**

COUNTRIES REACHED

# THE BOOKSHOP

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Cabanga Bookshelf sells books, research reports and stationery online at [bookshelf.cabanga.africa](https://bookshelf.cabanga.africa) and through physical Bookshelves in offices and shops across Botswana, South Africa, Zimbabwe, Namibia and Zambia. Orders are placed on an e-invoice, digital titles open with a code, and delivery runs across borders.

# THE SECTION IN EVERY EDITION

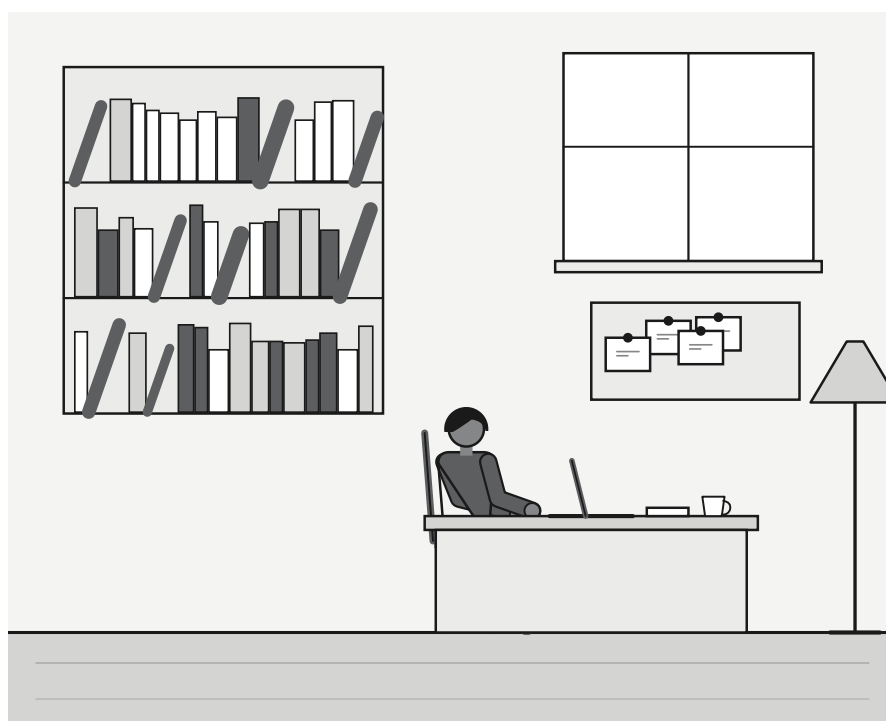
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The Bookshelf is also a cultural section running in all twelve Regional Business Magazines, covering the books, music, film and literature that shape how Africa thinks - which puts every book on the shelf in front of readers in 43 countries.

# FOR ORGANISATIONS

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Offices, shops and venues host a physical Bookshelf, putting a curated shelf of African business writing in front of their own visitors and staff.



# FOUR SERVICES FOR AUTHORS

## SELL YOUR BOOK

### ON THE SHELF AND IN THE MAGAZINES

List the book on the Bookshelf, on Bookshelf pages in all twelve magazines, in Bookshelf adverts and on the physical Bookshelves in five countries, with an author profile and cross-border delivery.

## PUBLISHING

### NON-FICTION, IN FOUR KINDS

Business books, memoirs, autobiographies and biographies. We interview and write in your voice, build the manuscript with you, or edit, design and produce a finished one.

## INTELLECTUAL PROPERTY

### PROTECT THE WORK

Help securing and protecting the rights in a book, so the work the author owns stays theirs.

## TRAINING AND ADVISORY

### TURN THE BOOK INTO A BUSINESS

Guidance for authors who want the book to work for them - in their practice, their market and their reputation.

# FROM MANUSCRIPT TO LAUNCH

The path runs from the brief and the manuscript through editing, design and production to distribution, marketing, PR campaigns and the launch itself. Authors choose their level of involvement, and whether Cabanga or they themselves sell and distribute.

## CABANGA BOOKSHELF

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### Offices

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