

Really, Don't Panic!

Positive Messages by South Africans, for South Africans

Alan Knott-Craig (ed.)

THE PITCH

- In this **highly entertaining**, truly **South African** book, revisit South Africa in **2008** and compare it to South Africa in **2014** – and remember that there's really no reason to panic.
- Knott-Craig's first book, *Don't Panic!* sold over **25,000 copies** and he has **10,500 Twitter followers**.
- Publication timed to coincide with the **SA National Elections** in May.
- The **price-point** on this title is within easy reach of all South Africans.
- **POS counterstand** available for ease of sale – this is a perfect **gift book**.
- All **royalties** will go to Project Isizwe, a non-profit organisation facilitating the roll-out of free wi-fi networks across South Africa.

THE BOOK

Remember when South Africa had load shedding in 2008? Remember the rush on generators and property in Perth? An email from Alan Knott-Craig reminding South Africans of the upsides to living in South Africa went viral and elicited responses from thousands of South Africans. The resulting book – *Don't Panic!* – captured a moment in SA history.

Fast forward to 2014, and we've forgotten load shedding (mostly), we hosted the Soccer World Cup, we survived the global recession, but now the panic feeling is settling in again. The Rand is crashing, politics dominate headlines, service delivery protests are everywhere – should we be panicking now?

Read the advice of Alan Knott-Craig, Alec Hogg, Max du Preez, Siya Mnyanda, Brand Pretorius and a host of others (well-known people, ordinary South Africans and international citizens drawn to South Africa) who tell us: Really, Don't Panic!

THE AUTHOR

Alan Knott-Craig is a well-known South African tech-preneur specialising in social media, telecoms and social impact technology. He is the editor of the 2008 bestseller *Don't Panic!* and the author of *Mobinomics*, the story of Mxit – the biggest African social networking tool. Named a 2009 Young Global Leader by the World Economic Forum, Knott-Craig is currently the CEO of Project Isizwe, bringing free wi-fi networks to South Africa.

#ReallyDontPanic #Elections2014



BOOKSTORM

TITLE
INFORMATION

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