

List of Abbreviations

LSM	Living Standard Measure
NEPAD	New Partnership for Africa's Development
SAARF	South African Advertising Research Foundation
BEE	Black Economic Empowerment
NEC	National Empowerment Consortium
SME	Small and Medium Enterprises
NAIL	New Africa Investments Limited
Naspers	Nasionale Media
NAP	New Africa Publications
TML	Times Media Limited
RDM	<i>Rand Daily Mail</i>
MP	Member of Parliament