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Strategies for national book development in Anglophone Africa: A case study of Kenya and Nigeria

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Abstract

This research report explores book development strategies in Africa and the impact they have on book development. It uses Kenya and Nigeria as case studies. These case studies investigate themes pertinent to book development like reading promotions, book development associations, copyright etc.

This study depicts that the basic problem under developed countries, particularly in the African book industry, stems from the fact that publishing is dominated by textbook publishing. The dominance of textbook publishing makes it difficult for books to extend towards incorporating general books so that the development of literacy, the reading habit and sustainability of the African book industry occurs.

The study demonstrates that the majority of the African book industry is still suffering from neo-colonialism due to the heavy dependency on foreign publishers for their expertise in the publishing area and imported books. This dependency has to decrease and stakeholders in the publishing industry need to recognize that the African book industry will prosper, if key actors in the publishing industry work together instead of competing against one another. The creation of a national book policy and a national book council is recommended as the main book

development strategy which will ensure an efficient and productive book industry. In conclusion, some recommendations are extracted and these are related to Swaziland where I work in the publishing industry.