Foreword

We are all Africans. The best archaeological evidence situates the origin of humankind in this continent's savannah. From there we began to wander and explore, eventually settling in the earth's farthest corners.

We are the planet's most successful species, and this is proven in part by our ability to harness its resources to satisfy our needs. Beginning with the family, we have also been able to develop very complex social organizations to make common, collaborative pursuits possible. None of this would have happened were it not for trade and business. For, outside of war and violence, how else could we gain access to the things we lack in order to flourish, except through voluntary and mutually beneficial exchanges?

At present, many in the West seem utterly confused as to what and even who they are, the meaning of life, the purpose of business and society as a whole. In moments like these, it would be very helpful to look back home, to our origins. For, in the various wisdom and virtue traditions in Africa we may very well find guidance to recover our bearings amidst these challenges. In this effort, we have Kemi Ogunyemi and her co-authors to thank for putting together this exceptional, scholarly, and relevant work.

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