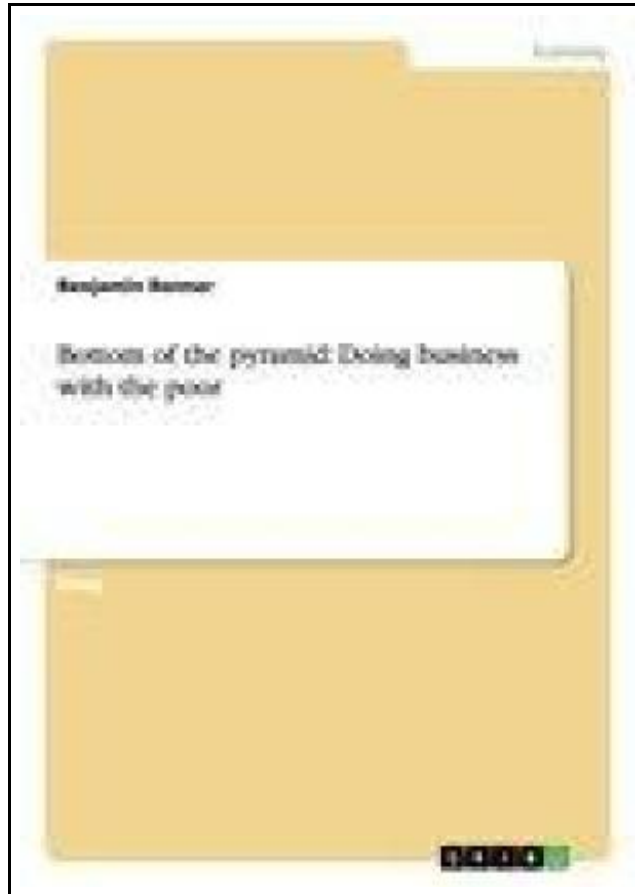


## Bottom of the pyramid: Doing business with the poor



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## BOTTOM OF THE PYRAMID: DOING BUSINESS WITH THE POOR



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