



Next Generation Business Strategies for the Base of the Pyramid: New Approaches for Building Mutual Value

By Ted London, Stuart Hart

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Next Generation Business Strategies for the Base of the Pyramid: New Approaches for Building Mutual Value, Ted London, Stuart Hart, More and more enterprises are seeking to craft winning "base of the pyramid" (BoP) ventures, serving the world's four billion poorest customers while alleviating poverty at the same time. Early first-generation ventures focused primarily on selling products to this massive and growing underserved market. Many of these initiatives did not scale, and some have failed. Crucial lessons have been learned along the way, and innovators are now succeeding with a more sophisticated and nuanced approach to "BoP." These second-generation business strategies have remained invisible to many leaders in the for-profit, non-profit, and development communities--until now. In this book, Ted London, Stuart L. Hart, and nine leading BoP thought and practice leaders show how to apply today's most significant BoP innovations, techniques, and business models. London, Hart, and their contributors go beyond providing low-cost products and extending distribution reach, demonstrating how to promote market development, innovation, and capability creation "with" BoP new customers, not "at" them. Readers will learn how to reconceptualize their opportunities, create sustainable business ecosystems, design new technologies with...



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