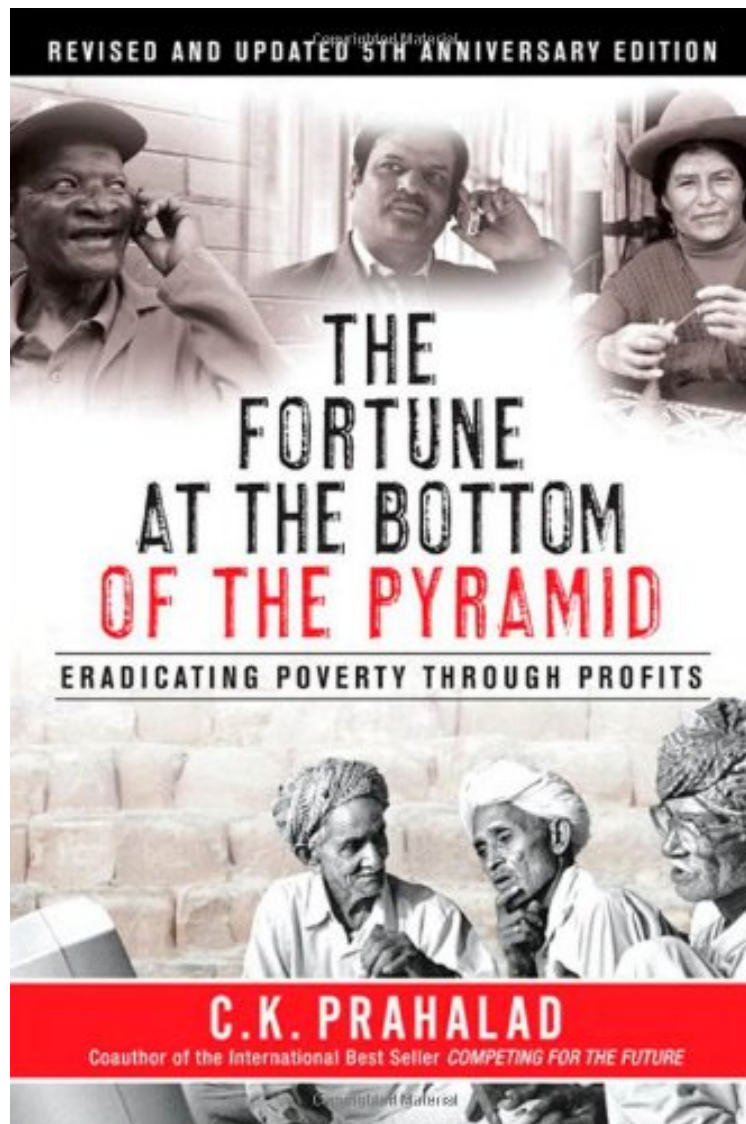


(Free and download) The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Revised and Updated 5th Anniversary Edition

# The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Revised and Updated 5th Anniversary Edition

C. K. Prahalad

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**C. K. Prahalad : The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Revised and Updated 5th Anniversary Edition** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Revised and Updated 5th Anniversary Edition:

0 of 0 people found the following review helpful. Three Stars  
By MeridaNeeds updating  
2 of 3 people found the following review helpful. Using profit motive to drive development and entrepreneurship in developing countries  
By Sudipto Sarkar  
What is really good about this book is that it proposes a framework and then illustrates it with case studies. Aside from the thesis that a profit motive can be the driver for economic growth, improving the capabilities and lives of the poorest it also shows that developing economies does not equal low technological maturity or lack of opportunities to innovate with business models, distribution channels, product development or business processes.  
Having grown up and worked in India in the mid 90s it was clear that this kind of thinking and business models were not actively pursued. However, the case studies suggest this has changed and in many ways as far as India is concerned this is visible by strong anecdotal evidence. Also in many ways there is anecdotal evidence to suggest that people have realised that the government will not solve all that makes doing business difficult and have been using this kind of thinking as a driver for entrepreneurial business which also have a positive impact on the people at the bottom of the pyramid.  
Will The framework and ideas apply in all developing economies , specially with smaller populations ? This question is harder to answer and no doubt time will tell.  
2 of 3 people found the following review helpful. Interesting and insightful read, not just for business people  
By Bernardo Margulis  
I learned about CK Prahalad and the BOP about two years ago doing a school project. I'm a graphic designer, so my approach is far removed from the typical business person's. After this project, I used this book to guide my senior project (design equivalent of a thesis), in which I made up a company that served the BOP in Venezuela and created a brand and packaging system for it. As a non-business person, it was sometimes challenging to follow the book, but it was not overwhelming. I agree with other comments that say that it was a bit technical (especially with all the abbreviations), but it was still approachable. I'd recommend this not just for business people and entrepreneurs. Poverty is a world-wide issue and this book shows new and innovative ways of dealing with it. We can find uses for this theory in many different realms and disciplines and the theory forces us to think outside of the box. I was especially appreciative of the non-subsidies and the notion that poverty alleviation can come from sustainably profitable operations. I also like the idea of environmental sustainability as a must when dealing with the vast majority of the world as consumers. I would also recommend "Out of Poverty" by Paul Polack. I liked Prahalad's position better, as Polack falls short in addressing exclusively money as a poverty factor and disregards life quality as something we should address; something that Prahalad does address. But Polack addresses an even poorer segment of the world and we can learn from both theories.

Drawing on Prahalad's breakthrough insights in *The Fortune at the Bottom of the Pyramid*, great companies worldwide have sought to identify, build, and profit from new markets amongst the world's several billion poorest people, while at the same time helping to alleviate poverty. Five years after its first publication, this book's ideas are no longer "theory": they are proven, profitable reality. In the 5th Anniversary Edition, Prahalad thoroughly updates his book to reveal all that's been learned about competing and profiting "at the bottom of the pyramid." Prahalad outlines the latest strategies and tactics that companies are utilizing to succeed in the developing world. He interviews several innovative CEOs to discuss what they've learned from their own initiatives, including the Unilever business leader who's built a billion-dollar business in India. You'll find a new case study on Jaipur Rugs' innovative new global supply chain; updates to earlier editions' key cases; and up-to-the-minute information on the evolution of key industries such as wireless, agribusiness, healthcare, consumer goods, and finance. Prahalad also offers an up-to-date assessment of the key questions his ideas raised: Is there truly a market? Is there scale? Is there profit? Is there innovation? Is this a global opportunity? Five years ago, executives could be hopeful that the answers to these questions would be positive. Now, as Prahalad demonstrates, they can be certain of it.

From the Back Cover  
C.K. Prahalad argues that companies must revolutionize how they do business in developing countries if both sides of that economic equation are to prosper. Drawing on a wealth of case studies, his compelling new book offers an intriguing blueprint for how to fight poverty with profitability.--Bill Gates, Chairman and Chief Software Architect, Microsoft (2004)  
An idea can change the world...How to serve the world's poorest people and make a profit  
New strategies and tactics for building winning businesses in today's emerging markets  
New bottom of the pyramid trends in technology, healthcare, consumer goods, finance, and beyond  
Insights from top CEOs succeeding in emerging markets  
New and updated case studies--from Jaipur Rugs' revolutionary supply chain to Reuters' data services for farmers