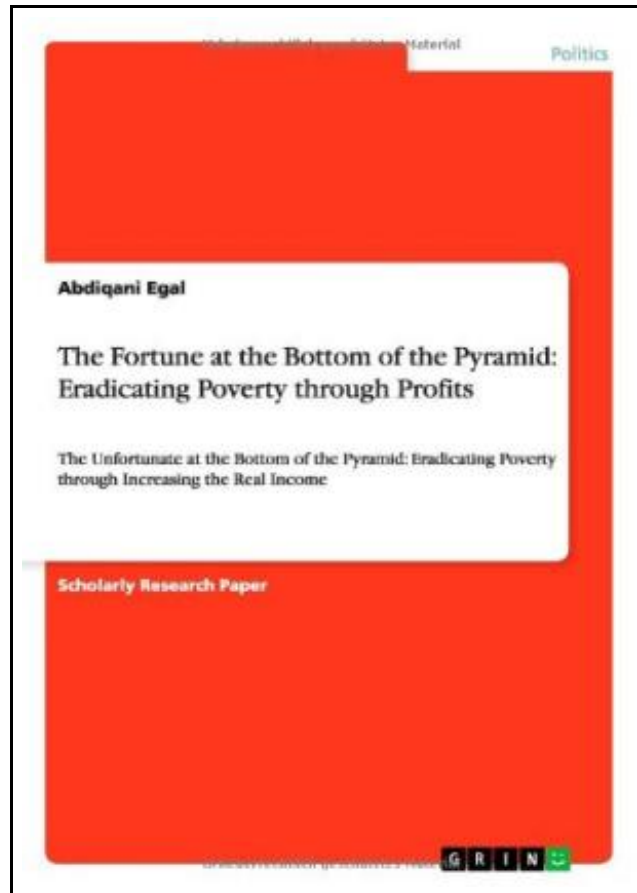


# The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits



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## ***Reviews***

*This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.*

***(Ms. Ora Buckridge)***

## THE FORTUNE AT THE BOTTOM OF THE PYRAMID: ERADICATING POVERTY THROUGH PROFITS



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GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.3in. x 5.7in. x 0.2in. Scholarly Research Paper from the year 2012 in the subject Politics - International Politics - Topic: Development Politics, grade: 2, Atlantic International University (School of Bussiness and Economics), course: World Poverty, language: English, abstract: The Bottom of the Pyramid (BOP) has become a dominant discourse among the business intellectuals. It created the Cognizant of the irresistible consideration of billions of global poor at the BOP on managerial practices. I tried to analyze the different aspects of BOP preposition and how large corporations can serve Poor customers profitably. I argue that there is no huge untapped market at the BoP as argued by the BoP proponents. I also argue that 75 of the BoP consumers are rural peasants, that MNCs could hardly accessible. I attest that the MNCs could not solve the hunger outgrowth of poverty and its root causes at the BOP which is not only economic issue. I argue that encouraging the consumption of luxury goods among the poor could aggravate the incidence of poverty in the world. However, I argue that poor must be viewed as producer rather than consumer. I attest that enhancing the employment and productivity of poorest communities would lead a sustainable prosperous future and betterment live for the poor. I argue that small and middle scale business enterprises could play inevitable role in the poverty elevation through increased employment of the global Poor at the BoP. I also argue that enhancing the employability of the poor at the BoP is very crucial for poverty elevation. Employability relates much with education I argue that vocational training for different sectors more viable for poverty reduction. I also argue that increasing employment alone is not enough if poverty eradication is required , then...



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