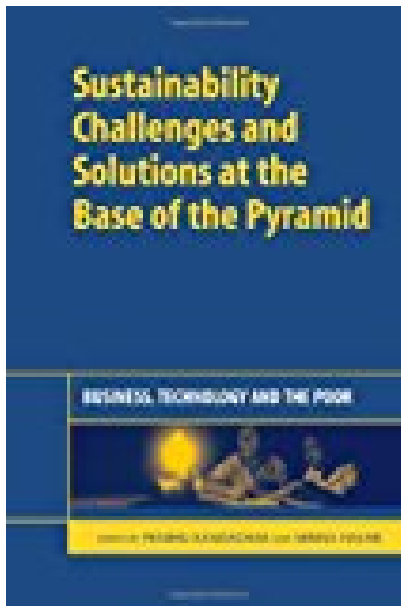


Sustainability Challenges and Solutions at the Base of the Pyramid Business Technology and the Poor



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A collection of papers on the base-of-the-pyramid (BOP) concept which uses entrepreneurial activity to address poverty by tapping into under-served markets. It includes bottom-up innovation, CSR, and sustainable development considerations.

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