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| Nota di contenuto | Introduction : a variety of approaches to alleviating poverty through business strategy / Charles Wankel -- The end of foreign aid as we know it : the profitable alleviation of poverty in a globalized economy / |

Scott Kelley, Patricia H. Werhane, and Laura P. Hartman -- Innovative business approaches and poverty : toward a first evaluation / Emmanuel Raufflet, Alain Berranger, and Alam Aguilar-Platas -- Information and communication technology for poverty alleviation through education and healthcare--the India experience / Nilay M. Yajnik -- A collaborative-systemic strategy addressing the dynamics of poverty in Guatemala : converting seeming impossibilities into strategic probabilities / James L. Ritchie-Dunham -- In search of sustainable social mission ventures to alleviate poverty / Shelby McIntyre, Albert Bruno, and Patrick Guerra -- Scrutinizing the link between poverty and business strategy : what can we learn from the case of shuttle traders in Laleli, Istanbul? / Mine Eder and Ozlem Oz -- Alleviating poverty using microfranchising models : case studies and a critique / Lisa Jones Christensen -- Using business to create a more vibrant craft sector / Jan Hack Katz -- Doing well by doing good--strategizing for the bottom of the pyramid in India / Wolfgang Amann and Shiban Khan -- Marketing in subsistence marketplaces / Madhu Viswanathan, Srinivas Sridharan, and Robin Ritchie.

Sommario/riassunto

There is a growing realization that business development is the most effective weapon in fighting world poverty. How the for-profit model can be harnessed to provide the poor with a share in the world's prosperity is discussed through actual cases, and nested in innovative theories of business, social sciences, and philosophy.
