

1. Record Nr.	UNINA9910808990903321
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Titolo	The aid trap : hard truths about ending poverty // R. Glenn Hubbard, William Duggan
Pubbl/distr/stampa	New York, : Columbia Business School Pub., c2009
ISBN	0-231-51950-8
Descrizione fisica	1 online resource (217 p.)
Collana	Columbia Business School Publishing
Altri autori (Persone)	DugganWilliam R
Disciplina	338.9109172/4
Soggetti	Economic assistance - Developing countries Poverty - Developing countries Economic development - Developing countries
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [179]-187) and index.
Nota di contenuto	Introduction: the charity trap -- Business first: the roots of prosperity in the modern world -- Business last: the roots of failure in poverty aid -- Strong medicine: the Marshall plan as a business model -- Chase the devil: details for a Marshall model -- Conclusion: make it your business.
Sommario/riassunto	Over the past twenty years more citizens in China and India have raised themselves out of poverty than anywhere else at any time in history. They accomplished this through the local business sector& mdash;the leading source of prosperity for all rich countries. In most of Africa and other poor regions the business sector is weak, but foreign aid continues to fund government and NGOs. Switching aid to the local business sector in order to cultivate a middle class is the oldest, surest, and only way to eliminate poverty in poor countries.A bold fusion of ethics and smart business,