

1. Record Nr.	UNINA9910970888903321
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Titolo	The business solution to poverty : designing products and services for three billion new customers / / Paul Polak and Mal Warwick
Pubbl/distr/stampa	San Francisco, : Berrett-Koehler Publishers, Inc., 2013
ISBN	9781784026141 178402614X 9781609940782 1609940784
Edizione	[1st ed.]
Descrizione fisica	1 online resource (265 p.)
Collana	A BK currents book The business solution to poverty
Altri autori (Persone)	WarwickMal
Disciplina	658.5/038
Soggetti	Poverty Social responsibility of business Industrial management - Social aspects
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 and index.
Nota di contenuto	Preface -- Introduction: eight keys to ending poverty -- Only business can end poverty -- "The poor are very different from you and me" -- What is poverty? -- What can government and philanthropy do? -- Why business is best equipped to fight global poverty -- Zero-based design and the bottom billions -- What to do before you launch your business -- The ruthless pursuit of affordability -- Zero-based design in practice : low-cost drip irrigation -- Design for the market -- Zero-based design in practice : a cautionary tale -- Design for scale -- Zero-based design in practice: safe drinking water for small villages -- Design for delivery the last 500 feet -- Building a mission-driven global business -- Opportunities abound -- It's your turn now -- Resources : takeaways and what we say to critics -- Notes -- Acknowledgments -- About the authors -- Index.
Sommario/riassunto	How can the world's nearly 3 billion who live on 2 a day or less be lifted out of poverty? Paul Polak (bestselling author of Out of Poverty) and the organizations he has founded have pioneered methods that have already helped nearly 20 million of the world's poorest people to get out of poverty without charitable or government handouts. Now Polak

teams with social entrepreneur and author Mal Warwick (bestselling author of Values-Driven Business) to reveal the keys for entrepreneurs, businesses, and others to replicate this success and expand its scale to include hundreds of millions of the po
