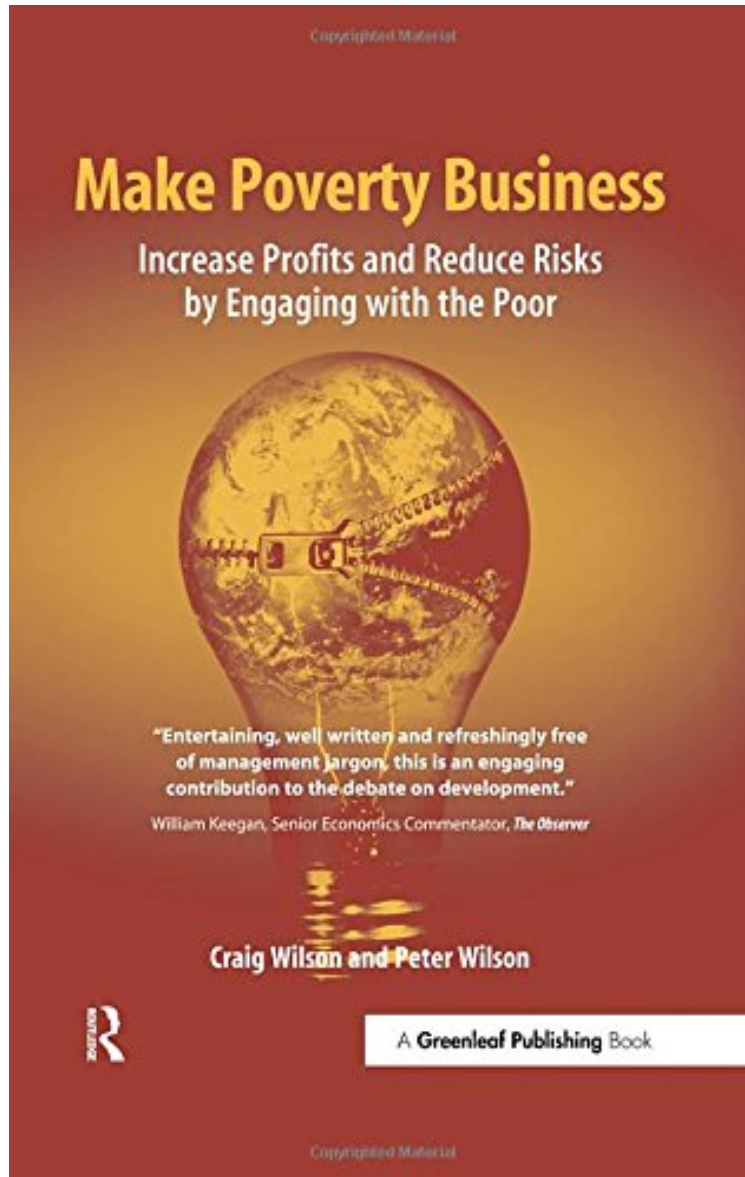


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Make Poverty Business: Increase Profits and Reduce Risks by Engaging with the Poor

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Craig Wilson, Peter Wilson : Make Poverty Business: Increase Profits and Reduce Risks by Engaging with the Poor before purchasing it in order to gauge whether or not it would be worth my time, and all praised Make Poverty Business: Increase Profits and Reduce Risks by Engaging with the Poor:

0 of 0 people found the following review helpful. Accessible, intelligent, timely and a good read! By Penny Garland A

refreshingly straightforward book to guide managers tasked with developing and implementing business strategies in poor and developing countries and communities. Reinforces the often overlooked commonsense approach to developing the skills and opportunities for the poor and enlisting them to work with you rather than simply be exploited as consumers. This approach increases the likelihood of developing secure and cooperative relationships at every level.0 of 0 people found the following review helpful. The time has come to address poverty as a business opportunityBy Eric MccallumI recently returned from a conference addressing global poverty where a young entrepreneur from Tanzania addressed the problem and solution very consisely "We don't want aid, we want jobs". Make Poverty Business has been the most compelling book I have read to date in it's argument of why multi-national corporations should enter third world markets. The Wilsons present a balanced look at the huge potential market opportunities selling to half the gloabal population living in poverty and the inherent risks as well. I think the they do a nice job in looking at all the players addressing poverty and suggesting how they can leverage each others work by sticking to their core competencies. They look honestly at incentives and motivation while making the business based argument. The book is very readable and spends more time looking at possible market based solutions and how they might play out, rather than going over the injustice and history of poverty which by now anybody who is paying attention already knows.

Poor people in developing countries could make excellent suppliers, employees and customers but are often ignored by major businesses. This omission leads to increased risk, higher costs and lower sales. Meanwhile, businesses are asked by governments and poverty activists to do more for economic development, but their exhortations are rarely based on a proper business case. Make Poverty Business bridges the gap by constructing a rigorous profit-making argument for multinational corporations to do more business with the poor. It takes economic development out of the corporate social responsibility ghetto and places it firmly in the core business interests of the corporation, and argues that to see the poor only as potential consumers at the bottom of the pyramid (BOP) misses half of the story. Make Poverty Business examines the successes, failures and missed opportunities of a wide range of global companies including Wal-Mart, BP, Unilever, Shell and HSBC when dealing with the poor and with development advocates in the media, NGOs, governments and international organisations. It includes a discussion on how to use a poverty perspective to provoke profitable innovation not only to create new products and services but also to find new sources of competitive advantage in the supply chain and to develop more sustainable, lower-cost business models in developing countries. Make Poverty Business will be essential reading for international business managers seeking to increase profits and decrease risks in developing countries, development advocates who seek to harness the profit motive to achieve reductions in poverty, and academics looking for practical strategies on how business can implement BOP initiatives in developing countries.

"Entertaining, well written and refreshingly free of management jargon, this is an engaging contribution to the debate on development." (William Keegan, Senior Economics Commentator The Observer)"Based on economic theory and good business practice, this easy-to-read account outlines the incentives for multinational leaders to do business with poor people in developing countries. In doing so, it revives the debate regarding the definition of corporate social responsibility, with the co-authors claiming multinational companies engagement in lesser developed countries cannot be classed as CSR. Follow-up questions and further reading suggestions will stimulate wider discussion on whether to support their case for making poverty business, long after you put this book down." (Corporate Citizenship Briefing)"This slim volume takes Prahalads bottom of the pyramid philosophy and makes it actionable for the business manager who lives in blissful ignorance of international development jargon. A great airplane read, it also avoids the well, duh statements that infect so many management books. I highly recommend it." (World Bank and IFC Private Sector Development Blog)From the Publisher This book aims to redesign, redefine and reinvigorate working with the world's poor by focusing on numerous low-risk, low-cost recommendations on how business can interact with and positively influence the lives of people at the bottom of the pyramid. Poor people in developing countries could make excellent suppliers, employees and customers but are often ignored by major businesses. This omission leads to increased risk, higher costs and lower sales. Meanwhile, businesses are asked by governments and poverty activists to do more for economic development, but their exhortations are rarely based on a proper business case. Make Poverty Business bridges the gap by constructing a rigorous profit-making argument for multinational corporations to do more business with the poor. It takes economic development out of the corporate social responsibility ghetto and places it firmly in the core business interests of the corporation, and argues that to see the poor only as potential consumers at the bottom of the pyramid (BOP) misses half of the story. Make Poverty Business examines the successes, failures and missed opportunities of a wide range of global companies including Wal-Mart, BP, Unilever, Shell and HSBC when dealing with the poor and with development advocates in the media, NGOs, governments and international organisations. It includes a discussion on how to use a poverty perspective to provoke profitable innovation -- not only to create new products and services but also to find new sources of competitive advantage in the supply chain and to develop more sustainable, lower-cost business models in developing countries. Make Poverty Business will be

essential reading for international business managers seeking to increase profits and decrease risks in developing countries, development advocates who seek to harness the profit motive to achieve reductions in poverty, and academics looking for practical strategies on how business can implement BOP initiatives in developing countries. "Entertaining, well written and refreshingly free of management jargon, this is an engaging contribution to the debate on development." - William Keegan, Senior Economics Commentator, The Observer "Make Poverty Business will revolutionise how people think about corporate social responsibility. No CEO should be without this book." - Alex Singleton, Director-General, The Globalisation Institute This is a savvy, eminently useful book that should be in the hands of global business managers and development agency staff alike. Craig Wilson and Peter Wilson go beyond the anecdotal evidence for tapping the consumer and outsourcing potential of the poor. In clear, no-nonsense language, they provide a roadmap of new angles, hidden pitfalls, and profitable shortcuts. "They blend their first-hand, hard-won experience in developing nations with nuanced research by some of the world's leading development thinkers. Page for page, this book represents a very good deal -- both for the poor harried managers in today's globalizing enterprises, and for the poor themselves, who will benefit from its impact." - Joseph S. O'Keefe, writer in residence, The Brookings Institution "Make Poverty Business will be read by business leaders, but it should be read by everyone who cares about global poverty. It contains dozens of specific, practical suggestions for corporate managers interested in increasing the stability and profitability of their operations in poor nations -- and, quite remarkably, the authors make a solid, level-headed case that their suggested business practices will reduce global poverty and improve the reputation of global business. A must-read for corporate managers and NGO leaders who realize that ethical business can serve the best interests of all." - Michael Strong, CEO of FLOW, Inc., dedicated to 'Liberating the Entrepreneurial Spirit for Good' About the Author Craig Wilson and Peter Wilson are well placed to combine the best insights from business strategy, political risk and economic development and to discard the worst. Their combined experience includes the World Bank, the International Finance Corporation, McKinsey and the British Diplomatic Service and they have worked in many of the world's most challenging environments including Bangladesh, East Timor, Indonesia, Kosovo and Sierra Leone. Their academic backgrounds in development economics (Columbia and Oxford Universities) and business strategy (INSEAD) are supplemented by real hands-on experience of what works and what doesn't for businesses and development.