

<<企业与全球贫困>>

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内容概要

Based on research presented at The Harvard Business School ' s first-ever conference on business approaches to poverty alleviation, Business Solutions for the Global Poor brings together perspectives from leading academics and corporate, non-profit and public sector managers. The contributors draw on practical and dynamic how-to insights from leading BOP ventures from more than twenty countries world-wide. This important volume reflects poverty ' s multi-faceted nature and a broad range of actors—multinational and local businesses, entrepreneurs, civil society organizations and governments—that play a role in its alleviation. 作者简介： V. Kasturi (Kash) Rangan is the Malcolm P. McNair Professor of Marketing at Harvard Business School and cochairman of the School's Social Enterprise Initiative.

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