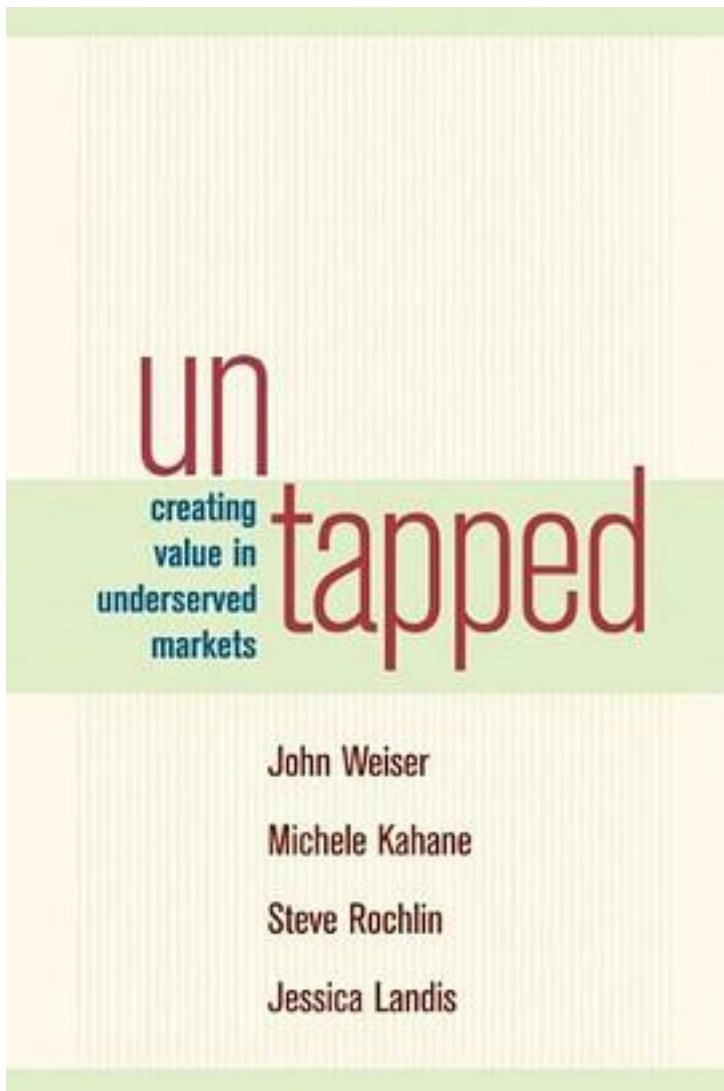


# un tapped creating value in underserved markets



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出版者:7-09999

出版时间:2006-6

装帧:HRD

isbn:9781576753729

What if someone told you that markets representing billions of pounds were being all but virtually ignored? Markets with tremendous production and distribution potential along with a growing workforce and supplier base? What if you were told these markets were in domestic and international "base-of-the-pyramid" communities - composed of low-to moderate income, consumers in developed and developing countries? Chances are you'd be sceptical. And for good reason. While much has been written in recent years about business opportunities in these underserved markets, little has been available outlining the strategies necessary to turn this business concept into a detailed business model - the practical dos and don'ts every manager needs to know when approaching a new market. Until now.

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