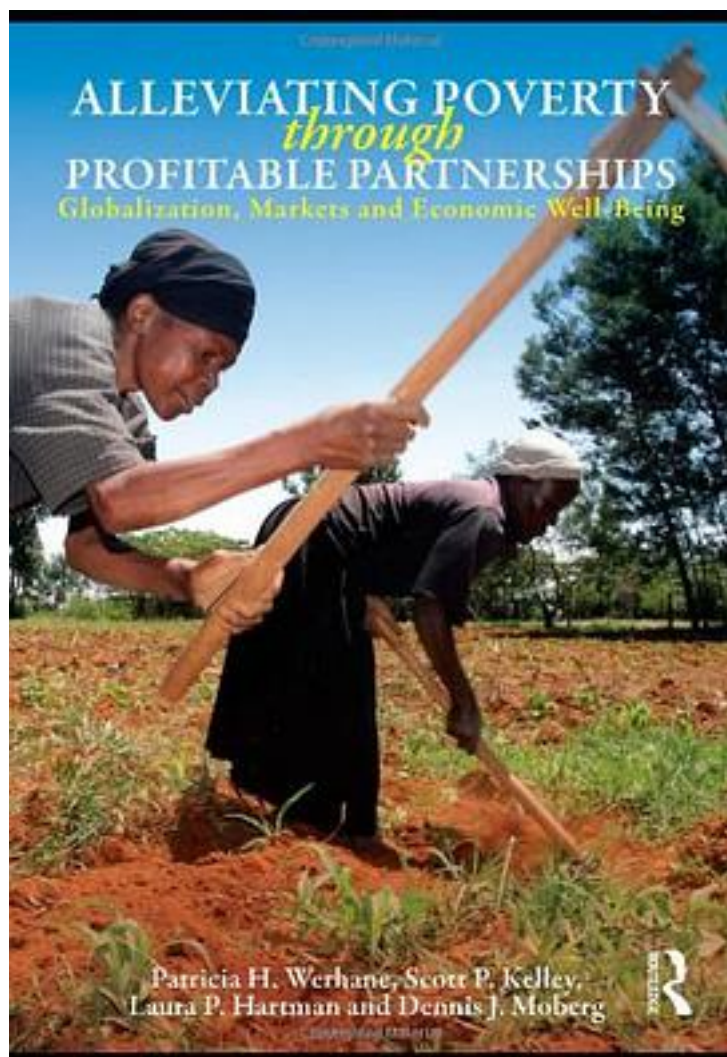


Alleviating Poverty Through Profitable Partnerships



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In this book, the authors approach poverty alleviation from a typical perspective. The thesis is that poverty can be reduced, if not eradicated, both locally and globally, but this will occur only if we change our shared narratives about global free enterprise, and only if we recalibrate our mindsets regarding how poverty issues are most effectively addressed. They argue that poverty amelioration cannot be effected by the traditional means employed during the last century - foreign aid from developed nations and/or from non-profit international organizations. Rather, the authors present evidence which demonstrates that a mindset embracing initiatives developed by global corporations in response to the poverty challenge is significantly more effective. Global companies can alleviate poverty by seizing market opportunities at the Base of the economic Pyramid (BoP) with the implementation of three key processes: moral imagination, systems thinking, and deep dialogue. This approach to alleviating poverty offers some powerful ideas backed by the support of some of the leading Business Ethics minds in the United States. These scholars, some of whom are on the author team, have created a book that is unique and provocative yet still ideal for courses at the undergraduate level.

作者介绍:

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