

Strategic Challenges for the Base of the Pyramid



This pioneering book addresses some of the key challenges that firms encounter when they enter low-income markets and offers solutions - based on empirical evidence - for those firms already operating in such a difficult arena. The Base of the Pyramid (BoP) has become a popular area for firms to search for new business potential. However, serving the BoP requires a fundamentally different approach to doing business and presents a new and unique set of organizational challenges. In this book, Patrick Vermeulen and Edgar Hutte discuss some of the key challenges firms are confronted with when operating in BoP markets. Based on empirical evidence from various companies across the globe, the authors provide valuable insights into how firms can deal with these challenges. With the rapid growth of developing countries, Western firms should be more aware of the potential problems when entering these markets; this book will help those making the crucial choices necessary to resolve these issues. This book will appeal to academics and students in international business or business administration. It will also prove an essential resource for practitioners that are active in, or are considering moving into, low-income markets.

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The second challenge in serving BOP markets is to gain acceptability for the product or service. **Strategic Challenges for the Base of the Pyramid - Patrick A.M.** growth at the base of the economic pyramid in emerging markets have significant - Companies that are able to confront these issues have often been able to achieve **The Base of the Pyramid : Strategic Challenges for the Base of the Pyramid** of doing business and offers firms a new and unique set of organizational challenges. **Strategic challenges for the base of the pyramid (Book, 2014)** Strategic Challenges for the Base Ebook. This pioneering book addresses some of the key challenges that firms encounter when they enter low-income markets **Strategic Innovation at the Base of the Pyramid - iSites** Understanding the challenges and strategic actions of social entrepreneurship at base of the pyramid. 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