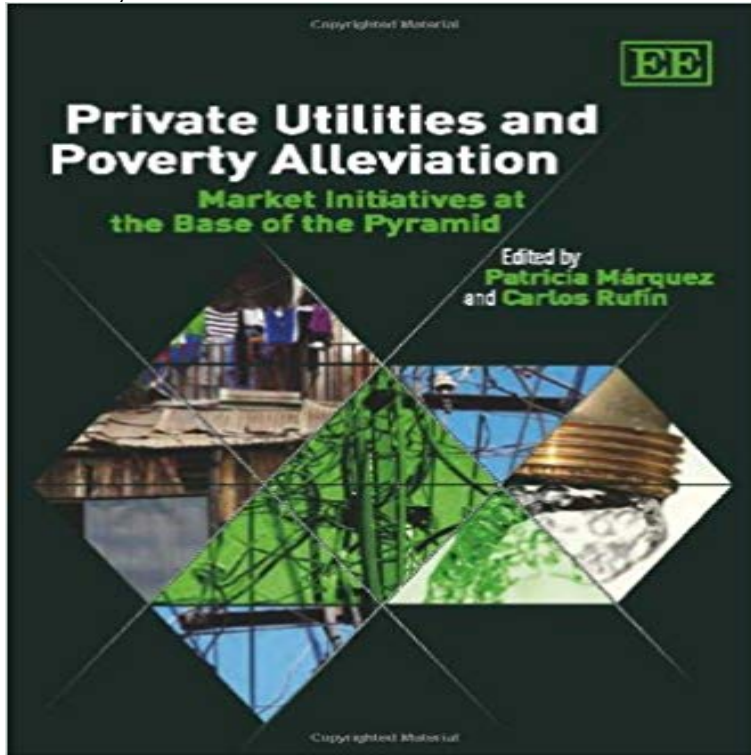


Private Utilities and Poverty Alleviation: Market Initiatives at the Base of the Pyramid



Drawing on cases from electricity distribution and other infrastructure industries, and from experiences spanning Asia, Africa and Latin America, this book examines new business models to bring basic utility services to the four billion people comprising the base of the socio-economic pyramid. Access to utilities is key for achieving economic growth and improving the lives of citizens worldwide. Throughout the world, people continue to suffer severe electricity shortages and lack potable water. Contributors to this work, which include academics and practitioners from the World Bank, the Inter-American Development Bank, USAID, the AES Corporation and several academic institutions, show that access to utilities is key for achieving economic growth and improving the lives of citizens worldwide. They offer analysis of business models in utilities serving the bottom of the bottom of the pyramid through market mechanisms and showcase innovations in organizational processes and services in order to effectively reach the BOP. The book also discusses the key factors in developing profitable business ventures that can engage the world's four billion poor. The book is aimed at both academics with an interest in applied research in business and the role of markets in servicing the poor worldwide, practitioners, public sector organizations and NGOs engaged in supplying, financing, and managing microcredit and market initiatives with low-income sectors, and international utility companies and other firms seeking to expand in emerging markets. In addition, the book will be useful as a text in a variety of courses and will give readers a deeper understanding of the potential for business to alleviate poverty, as well as inspire a deeper involvement in social issues as a career alternative or voluntary activity.

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By: Aneel Low-income markets present a prodigious opportunity for the worlds wealthiest companies in developing a set of ideas often referred to as the bottom of the pyramid (BOP) initiative. The BOP A persons utility preferences are malleable. **Private Utilities and Poverty Alleviation: Market Initiatives at the Base** The movement emphasizing free markets to reduce poverty has found strong expression in Keywords: Poverty reduction bottom of pyramid consumption choices . panies (such as Unilever and SC Johnson) have undertaken BOP initiatives ers the poor themselves are the best judge of how to maximize their utility. **Routledge Handbook of Latin American Politics - Google Books Result** Private Utilities and Poverty Alleviation: Market Initiatives at the Base of the Pyramid (Cheltenham and Northampton: Edward Elgar Publishing, 2011). James F. **Private Utilities And Poverty Alleviation Market Initiatives At The Base** This pdf ebook is one of digital edition of. 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