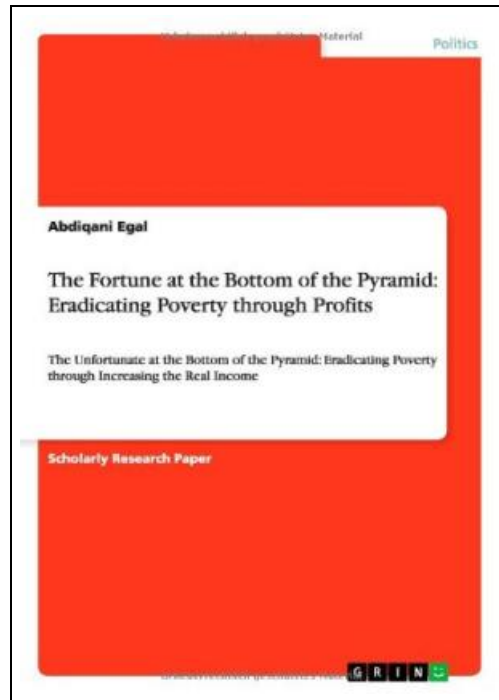


# The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits



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*(Jasen Roberts)*

## THE FORTUNE AT THE BOTTOM OF THE PYRAMID: ERADICATING POVERTY THROUGH PROFITS



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GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.3in. x 5.7in. x 0.2in. Scholarly Research Paper from the year 2012 in the subject Politics - International Politics - Topic: Development Politics, grade: 2, Atlantic International University (School of Business and Economics), course: World Poverty, language: English, abstract: The Bottom of the Pyramid (BOP) has become a dominant discourse among the business intellectuals. It created the Cognizant of the irresistible consideration of billions of global poor at the BOP on managerial practices. I tried to analyze the different aspects of BOP preposition and how large corporations can serve Poor customers profitably. I argue that there is no huge untapped market at the BoP as argued by the BoP proponents. I also argue that 75 of the BoP consumers are rural peasants, that MNCs could hardly accessible. I attest that the MNCs could not solve the hunger outgrowth of poverty and its root causes at the BOP which is not only economic issue. I argue that encouraging the consumption of luxury goods among the poor could aggravate the incidence of poverty in the world. However, I argue that poor must be viewed as producer rather than consumer. I attest that enhancing the employment and productivity of poorest communities would lead a sustainable prosperous future and betterment live for the poor. I argue that small and middle scale business enterprises could play inevitable role in the poverty elevation through increased employment of the global Poor at the BoP. I also argue that enhancing the employability of the poor at the BoP is very crucial for poverty elevation. Employability relates much with education I argue that vocational training for different sectors more viable for poverty reduction. I also argue that increasing employment alone is not enough if poverty eradication is required , then...



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