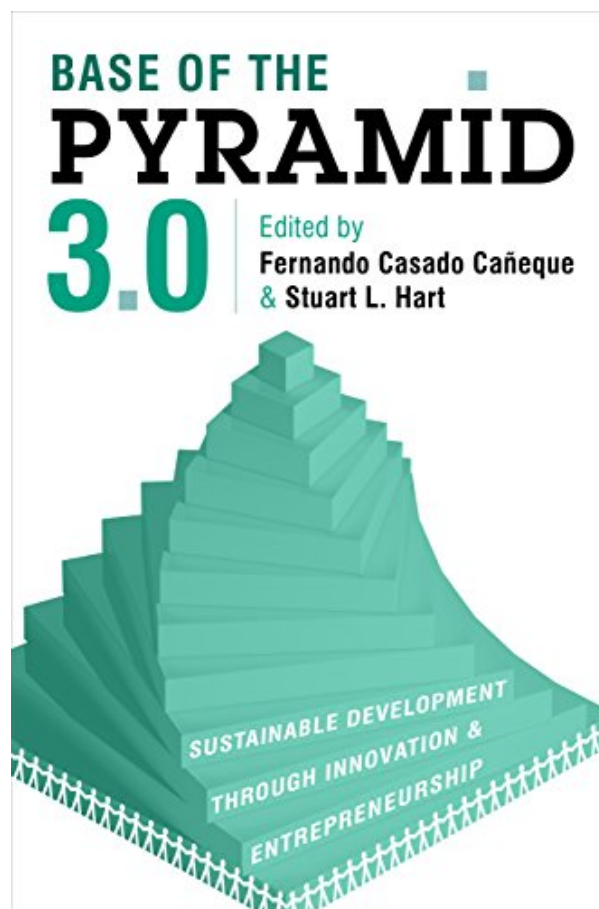


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BASE OF THE PYRAMID

3.0

Edited by
**Fernando Casado Cañeque
& Stuart L. Hart**



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Review

“Base of the Pyramid 3.0 is a must read for anyone that wants to understand the evolution, challenges and opportunities of BoP.

For many companies, creating value from the half of the world's population who live on less than \$8 a day is unimaginable. This book provides insight into how companies with purpose and ambition can be profitable by creating sustainable livelihoods with sustainable natural capital.” (John Gardner, Chief Sustainability Officer)

“This insightful book recognizes the importance of continuing to push our thinking about the BoP domain. Fernando Casado Caneque, Stuart Hart and their colleagues offer valuable contributions on a range of topics crucial to enhancing our understanding of how to build successful BoP businesses.” (Ted London, Senior Research Fellow and Director, Base of the Pyramid Initiative)

"In this landmark book, Stuart Hart and Fernando Casado Cañeque assemble a roadmap for businesses that seek greater purpose. Businesses have become our last best hope of finding solutions to intractable challenges such as, among other global problems, creating prosperity for the four billion people who live on less than \$8 per day. The authors draw on the considerable but mixed track record of BoP innovations since Stuart Hart and C.K. Prahalad's original article in 2002. In-depth case studies of failure, such as CleanStar Mozambique, are used to draw lessons from what has not worked and to propose new rules of the road. This is not just another feel-good book about the business opportunity to create a better world. It offers a collective voice of experience with specific, actionable ideas for an inclusive business agenda. A much needed book that will be required reading in all my business courses." (Chris Laszlo, PhD)

About the Author

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The annual income of well over 4 billion people--approximately 60% of all humanity--is less than \$1,500. The term Base of the Pyramid was first coined by Stuart L. Hart and C.K. Prahalad in 2002 and has become synonymous with both the method by which we can more effectively address poverty and the opportunity that exists in a multi-trillion dollar market. A whole new lexicon has emerged to describe this phenomenon, including new buzzwords and catch phrases like inclusive business, opportunities for the majority, sustainable livelihoods, pro-poor business, and social business and thousands of new businesses, institutions and investment funds have been set up.

In this ground-breaking new book, Stuart L. Hart and Fernando Casado Cañeque have worked with members of the BoP Global Network to shake the tree, look objectively at what has happened since 2002, highlight why earlier applications of BoP haven't worked and propose new objectives and ways of working to formulate more sustainable solutions.

The book challenges the reader and organizations to think about the mindset and purpose across whole organizations, open innovation rather than simply co-creation, and a complete review of the innovation ecosystem.

Through this book, practitioners will gain a clearer insight into which business models can work within different communities to ensure a sustainable transition to improved local economies. Equally, the book is a must read for researchers and students in the fields of entrepreneurship, innovation, sustainable development and environmental management.

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