

The Fortune at the Bottom of the Pyramid-Eradicating Poverty Through Profits, by C.K. Prahalad



Review by: Philip Sansone

Big business is finally getting what "Banker to the Poor" Professor Yunus has been saying for 30 years. There is a lot of money at the bottom of the economic pyramid, even if it is only a few pennies from each, because there are 4 billion people "down there" and most have at least a few pennies to spend each day. This book advocates businesses serving the poor with the same products the rich have access to, although packaged, marketed and distributed much differently. This will enrich their lives in many ways, including creating the business of distributing these products to themselves. Treating the world's poor with dignity, as decent, hard working and valuable assets of the world instead of as a huge collective charity case is paramount to changing poverty consciousness. I highly recommend reading at least the first two chapters.