

Marketing

An Introduction

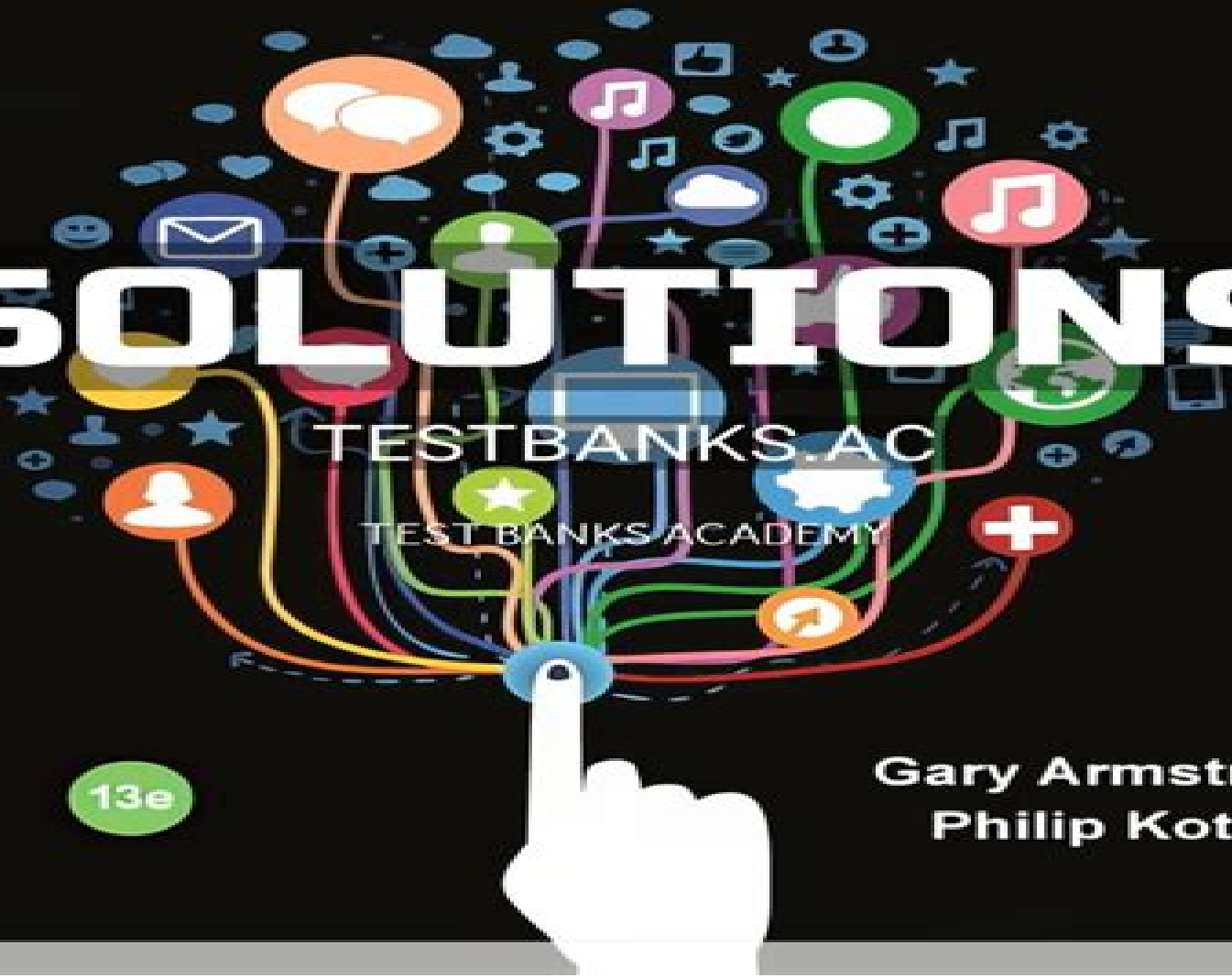
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Base of the Pyramid Prabhu Kandachar, Minna Halme, 2017-09-08 Around the turn of the millennium it had become painfully evident that development aid charity or global business as usual were not going to be the mechanisms to alleviate global poverty Today there is little dispute that poverty remains the most pressing global problem calling for innovative solutions One recent strategy is the Base of the Pyramid BoP concept developed by Prahalad and Hart which relies on entrepreneurial activity tapping into the previously ignored markets of the economically most disadvantaged It is a process requiring innovations in several disciplines technological social and business This book covers a number of areas First much of the current BoP discussion emphasises targeting products to the needs of the poor But do we actually know what the real needs of the poor are This book takes a bottom up human centred approach and examines examples that truly engage the poor in BoP product and service development What types of needs assessment methodologies are indicated considering the cultural differences in BoP countries Are the existing methodologies adequate Do they need to be redefined and redeveloped Second the book considers how we can balance poverty alleviation and stimulate economic growth without stressing the ecosystem Tragically the poor are hardest hit by the adverse effects of environmental deterioration such as water shortages climate change or the destruction of habitats While the economic welfare of the poor is critical the BoP approach must balance its inherent paradox of encouraging greater consumption while avoiding further pressures on environmental sustainability The link between the BoP approach and sustainable development is a key feature of this book Third it looks at innovation and asks what kinds of bottom up innovation open source technological social and business support BoP initiatives and sustainable development Fourth the book deals with the relationship between development assistance and BoP Is a BoP strategy the antithesis to development aid or can these two co exist or even complement each other Finally the book raises questions about the relationship between corporate responsibility and BoP Is BoP a new form of corporate neo colonialism or a new form of corporate responsibility Although the BoP concept has unleashed an extensive and generally enthusiastic response from academics businesses NGOs and governments the knowledge domain around this concept is still in the early stages of development This book addresses that need with a focus on the needs of the end users the poor as a starting point for BoP

products and innovations With contributions from both supporters and critics it provides a treasure trove of global knowledge on how the concept has developed what its successes and failures have been and what promise it holds as a long term strategy for alleviating poverty and tackling global sustainability **Catalogue of Copyright Entries** ,1927

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Books in Series ,1979 **Distribution Data Guide** ,1954 METODOLOGI PENELITIAN BISNIS Prof. Dr. Ir. Sugianto, M.Sc,2022-02-02 Buku Metodologi Penelitian Bisnis edisi 2 ini berisi pengetahuan mengenai hal hal mendasar namun komprehensif yang diperlukan untuk melakukan penelitian di bidang bisnis Buku ini berisikan 13 bab yang mengemukakan secara sistematis pengetahuan komprehensif mengenai konsep pendekatan metode dan prosedur dalam melakukan penelitian ilmiah Buku ini juga mengulas berbagai isu yang sering menjadi pertanyaan baik di kalangan mahasiswa pembimbing penguji maupun para peneliti terkait praktik pelaksanaan penelitian ilmiah Pada bagian analisis data diulas konsep konsep inti disertai petunjuk kunci dari berbagai teknik statistika yang berguna sebagai alat bantu pelaksanaan penelitian Paparan pada bagian analisis data tersebut akan membantu pembaca menemukan dan menggunakan metode analisis yang tepat sehubungan dengan data penelitiannya Pemaparan pada bab tersebut mengemukakan pengetahuan inti akan beragam teknik analisis data dengan karakteristiknya masing masing Pemaparan teknik teknik statistika dalam buku ini tidak serinci dalam buku yang secara khusus mengulas tentang statistika karena buku ini tidak ditujukan untuk menggantikan buku metode statistika Penulis yakin bahwa pemaparan tersebut akan menyegarkan dan menambah pemahaman pembaca untuk mampu menganalisis data secara seksama dan tepat serta tentu saja akan sangat berguna bagi mahasiswa dalam menyelesaikan Skripsi Tesis maupun Disertasi Penekanan buku ini adalah pada pemahaman inti dari konsep konsep terkait metodologi penelitian bisnis dan pendalaman materi Materi materi yang disajikan di buku ini dituangkan secara ringkas sederhana dan menekankan pada inti kegunaan dari tiap konsepnya Hal ini diharapkan dapat memudahkan pemahaman pembaca terhadap penerapan metodologi penelitian ilmiah Penulis telah berupaya mengemukakan inti dari konsep konsep terkait metodologi penelitian bisnis dalam bahasa penyampaian yang sederhana dan mudah dipahami oleh pembaca Buku ini dapat menjadi acuan utama bagi mata kuliah metodologi penelitian bisnis jenjang S1 jenjang S2 hingga jenjang S3 Buku ini juga dapat digunakan sebagai rujukan oleh para peneliti pemula di samping juga berguna sebagai materi penyegaran bagi para peneliti yang sudah berpengalaman dan tentunya bagi para dosen yang mengampu mata kuliah metodologi penelitian ilmiah U.S. Naval Training Bulletin ,1950

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