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Paul Polak, Mal Warwick

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THE BUSINESS SOLUTION TO POVERTY

Designing Products and Services
for Three Billion New Customers

"One of the most hopeful propositions to come along
in a long time . . . original, ambitious, and practical."
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Paul Polak, Mal Warwick : The Business Solution to Poverty: Designing Products and Services for Three Billion New Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business Solution to Poverty: Designing Products and Services for Three Billion New Customers:

4 of 4 people found the following review helpful. If you are after big money, this is a must read book By Renee "The business solution to Poverty" is a very insightful reading and is highly recommended for social entrepreneurs, business leaders, non-profit making organizations to read. The authors, Paul and Mal, have shared in this book how to build a sustainable and profitable business by solving the fundamental problems for the masses - people in poverty - those who are earning 2 dollars a day. Do not think it is an easy start for such business. It is going to take a longer period of time when you design a product/solution the masses need. However, once you have get to that point, your business model is going to lead you to a sustainable and replicable business model that generate long term and consistent revenue. In this book, Paul and Mal walk the readers through the followings:- The business opportunities in providing simple (not complicated) solution to painful problems for the masses- How and what you need to pay attention to when one design a product that the mass market need- What are the trade-off do you need to make when you decide products for them- How sustainable and rewarding will it be for businesses like that- What kind of marketing strategies you should apply when your target customers are the masses in poverty- Illustrate with examples on successful cases and failure cases- Who are the key parties that make such business opportunities a success- How and why you should "reset" your mindset when you want to succeed in designing a product/solution to the masses- Why most of the funding from different parts of the world is kind of "wasted" and the current problems of poverty has yet been improved much While you can view this book as a bible that share tips for anyone who wants to succeed by solving painful problem, it also serves a good reminder for start-up entrepreneurs - "You create a product/solution that the market needs and people are happy to pay for and bring them a better returns/life instead of selling what you think they need" Renee From Asia Business Books 2 of 2 people found the following review helpful. Good and Fast Read. I felt like something was missing. By Customer I actually was considering buying Out of Poverty. I wanted to reread it since it was a textbook I enjoyed in college, but I ended up buying this instead because it was newer and I hadn't read it yet. It was very similar to Out of Poverty. I liked all of the examples, but I felt like there was too much concentration on the treadle pump. I also felt like much information was repeated, and some information from Out of Poverty was also reiterated in this book. It was interesting. I read the whole thing. I thought that the quick facts that they gathered really helped to shape my perspective on the issues of global poverty. But having read Out of Poverty, I'm not sure that I learned a lot of new information from this book, but I did appreciate reading about the stories of others who have found difficulties in alleviating the poverty in third world countries. I also liked the business idea suggestions. 0 of 0 people found the following review helpful. If you would like to make a difference in your business life By Shazar The ideas proposed in this outstanding book are not only ideas.. they have been tried and tested to be true. If you would like to make a difference in your business life, believe there is a better way of doing things, and want to make some profit - you must read this book. For myself - not a business person - but one who is passionate about making change on our planet - this book has given me a wealth of information to build my next project on. Thanks to Paul Polak and Mal Warwick.

Right now the number of people living on \$2 a day or less is more than the entire population of the world in 1950. These 2.7 billion people are not just the world's greatest challenge they represent an extraordinary market opportunity. By learning how to serve them ethically and effectively, businesses can earn handsome profits while helping to solve one of the world's most intractable problems. The key is what Paul Polak and Mal Warwick call Zero-Based Design: starting from scratch to create innovative products and services tailored for the very poor, armed with a thorough understanding of what they really want and need and driven by what they call the ruthless pursuit of affordability. Polak has been doing this work for years, and Warwick has extensive experience in both business and philanthropy. Together, they show how their design principles and vision can enable unapologetic capitalists to supply the very poor with clean drinking water, electricity, irrigation, housing, education, healthcare, and other necessities at a fraction of the usual cost and at profit margins attractive to investors. Promising governmental and philanthropic efforts to end poverty have not reached scale because they lack the incentives of the market to attract massive resources. This book opens an extraordinary opportunity for nimble entrepreneurs, investors, and corporate executives that will result not only in vibrant, growing businesses but also a better life for the world's poorest people.

"[Reducing] poverty by building big businesses that serve the 3 billion poorest people in the world [may seem] at once inspiring and a bit daunting. But if your business idea looks like it might fit the bill, this book may be just the guide you need to help you on your way." --The Economist