

**THE BUSINESS SOLUTION TO POVERTY:  
DESIGNING PRODUCTS AND SERVICES  
FOR THREE BILLION NEW CUSTOMERS BY  
PAUL POLAK, MAL WARWICK**



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SOLUTION  
TO POVERTY**

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"One of the most hopeful propositions to come along  
in a long time . . . original, ambitious, and practical."  
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Based on some experiences of lots of people, it is in fact that reading this **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** can help them to make far better selection and also provide even more encounter. If you intend to be among them, let's acquisition this book **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** by downloading and install guide on web link download in this website. You could get the soft data of this publication **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** to download and install and put aside in your offered digital gadgets. Just what are you waiting for? Allow get this book **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** on the internet and also review them in whenever as well as any sort of area you will review. It will certainly not encumber you to bring hefty book **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** inside of your bag.

## Review

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“The Business Solution to Poverty is an incredible resource for values-driven business leaders and entrepreneurs who want to improve performance, foster meaningful social change, and enhance the bottom line. Though written with developing countries in mind, the principles of Zero-Based Design can be put to work anywhere. Read this book and change the world!”

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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.

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- 264 pages

## Features

- Used Book in Good Condition

## Review

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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 Amazon 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.

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“Finally, a solutions-focused approach, as opposed to the typical problems-focused approach, toward solving one of the most pressing global issues of our time—global poverty. Polak and Warwick fully understand that business, not aid, offers the greatest opportunity to serve the world’s three billion people living in poverty and that a profit-based solution will move the needle far faster than tired models of traditional philanthropy. These emerging markets represent a vast opportunity for successful enterprises to flourish successfully, and the authors give us a practical guide to doing so.”

—Kellie A. McElhaney, author of Just Good Business and Founding Faculty Director, Center for Responsible Business, Haas School of Business, University of California, Berkeley

“This is a very practical and compelling set of takeaway ideas to accelerate the use of business tools to end poverty. They are based on decades of operational success that have benefited some of the world’s most impoverished people. Polak and Warwick have produced a gem that teems with easy-to-understand concepts and brilliant examples that show how business can make a historic contribution to improving life conditions in developed and underdeveloped societies.”

—Ron Grzywinski, cofounder, ShoreBank

“The Business Solution to Poverty is based on decades of experience in eradicating poverty through profitable business. This astounding book will teach you how to practice ruthless affordability, zero-based design, last-mile delivery, and other essentials of poverty alleviation. Your view of poverty—and perhaps of business, too—will never be the same.”

—Gifford Pinchot, President, Bainbridge Graduate Institute

“The Business Solution to Poverty turns Paul Polak’s groundbreaking work to expand affordable irrigation for the dollar-a-day farmer into a compelling and practical vision to eradicate poverty. An indispensable resource for all with a big idea, an entrepreneurial spirit, and a drive to make poverty history.”

—Sandra Postel, author, lecturer, and Director, Global Water Policy Project

“Though The Business Solution to Poverty presents a powerful case for a market-based path to a world without poverty, it also lays out a practical and compelling vision of the role that philanthropy and NGOs can play.”

—Neelam Makhijani, Chief Executive, Resource Alliance

“The Business Solution to Poverty helps us understand what poverty looks like in developing countries. Moreover, it challenges us to consider how to best reach potential customers at the bottom of the pyramid by calling for a revolution not just in design but also in corporate blueprints—ushering in a new breed of businesses that should help transform the marketplace in emerging markets.”

—Randall T. Kempner, Executive Director, Aspen Network of Development Entrepreneurs

“Paul Polak is a hero of mine. His vision, like that of Muhammad Yunus, is to use business to serve the very poor at scale. As entrepreneurs who walk their talk, Polak and Warwick demand that we deliver value to the poor, not catchphrases to the media, and that we do so at a scale commensurate with the need. Polak’s personal experience delivering needed basic services over the last mile is what makes this book powerful.”

—Jay Coen Gilbert, cofounder, B Lab

“The Business Solution to Poverty makes a strong case that business, employing innovative technology, can effectively end extreme poverty in collaboration with government and local communities.”

—Rajiv J. Shah, Administrator, United States Agency for International Development

#### About the Author

Paul Polak, widely considered the father of market-based solutions to poverty, is founder and CEO of Windhorse International, a for-profit social venture launching new businesses to serve the poor and the latest of three organizations he has founded. He is the winner of numerous awards, including being named one of The Atlantic’s 27 “Brave Thinkers” in 2009.

Mal Warwick, former chairman of Social Venture Network and a co-founder of Business for Social Responsibility, is founder and chairman of Mal Warwick | Donordigital, a fundraising agency serving nonprofits nationwide. He is one of three partners in One World Futbol Project LLC

Based on some experiences of lots of people, it is in fact that reading this **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** can help them to make far better selection and also provide even more encounter. If you intend to be among them, let's acquisition this book **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** by downloading and install guide on web link download in this website. You could get the soft data of this publication **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** to download and install and put aside in your offered digital gadgets. Just what are you waiting for? Allow get this book **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** on the internet and also review them in whenever as well as any sort of area you will review. It will certainly not encumber you to bring hefty book **The Business Solution To Poverty: Designing Products And Services For Three Billion New Customers By Paul Polak, Mal Warwick** inside of your bag.