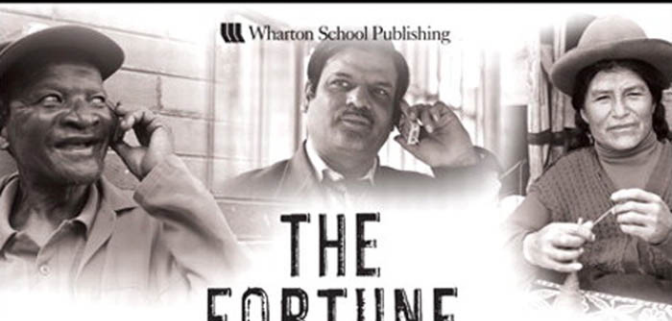


REVISED AND UPDATED 5TH ANNIVERSARY EDITION

 Wharton School Publishing

A black and white photograph of three people. On the left, an older Black man wearing a hat is smiling and talking on a mobile phone. In the center, a man with a mustache is also talking on a mobile phone. On the right, a woman wearing a hat is looking down at something in her hands.

THE FORTUNE AT THE BOTTOM OF THE PYRAMID

ERADICATING POVERTY THROUGH PROFITS

A black and white photograph of three elderly men sitting in front of a stone wall. They are all wearing head coverings (turbans or headwraps). The man on the left is looking towards the other two. The man in the middle is looking down at his hands. The man on the right is looking towards the other two.

C.K. PRAHALAD

Coauthor of the International Best Seller *COMPETING FOR THE FUTURE*

Praise for
The Fortune at the Bottom of the Pyramid

"C.K. Prahalad argues that companies must revolutionize how they do business in developing countries if both sides of that economic equation are to prosper. Drawing on a wealth of case studies, his compelling new book offers an intriguing blueprint for how to fight poverty with profitability."

Bill Gates
Chairman and Chief Software Architect,
Microsoft

"The Fortune at the Bottom of the Pyramid belongs at the top of the reading list for business people, academics, and experts pursuing the elusive goal of sustainable growth in the developing world. C.K. Prahalad writes with uncommon insight about consumer needs in poor societies and opportunities for the private sector to serve important public purposes while enhancing its own bottom line. If you are looking for fresh thinking about emerging markets, your search is ended. This is the book for you."

Madeleine K. Albright
Former U.S. Secretary of State

"Prahalad challenges readers to re-evaluate their preconceived notions about the commercial opportunities in serving the relatively poor nations of the world. The Fortune at the Bottom of the Pyramid highlights the way to commercial success and societal improvement—but only if the developed world reconceives the way it delivers products and services to the developing world."

Christopher Rodrigues
CEO, Visa International

"An important and insightful work showing persuasively how the private sector can be put at the center of development, not just as a rhetorical flourish but as a real engine of jobs and services for the poor."

Mark Malloch Brown
Administrator
United Nations Development Programme

"Most people recognize that poverty is a major problem in the world, yet they throw up their hands and say, 'What to do?' Not so C.K. Prahalad. The Fortune at the Bottom of the Pyramid gives us hope and strategies for eradicating poverty through profits that benefit all. Pass this book on to those who need to read it."

Ken Blanchard
coauthor of *The One Minute Manager®* and
The Secret: What Great Leaders Know—And Do

Fortune at the Bottom of the Pyramid, Revised and Updated 5th Anniversary Edition, The: Eradicating Poverty Through Profits

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