



Base of the Pyramid 3.0

Fernando Casado Caneque, Stuart L. Hart

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In this ground-breaking new book, Stuart L. Hart and Fernando Casado Caneque have worked with members of the BoP Global Network to shake the tree, look objectively at what has happened since 2002, highlight why earlier applications of BoP haven't worked and propose new objectives and ways of working to formulate more sustainable solutions.



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