

Up and Out of Poverty

By Lee Kotler

Pearson Education, 2009. Hardcover. Book Condition: Neu. Neu Neuware. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - "Philip Kotler, pioneer in social marketing, and Nancy Lee bring their incisive thinking and pragmatic approach to the problems of behavior change at the bottom of the pyramid. Creative solutions to persistent problems that affect the poor require the tools of social marketing and multi-stakeholder management. In this book, the poor around the world have found new and powerful allies. A must read for those who work to alleviate poverty and restore human dignity. "CK Prahalad, Paul and Ruth McCracken Distinguished University Professor, Ross School of Business, The University of Michigan, Ann Arbor; author of The Fortune at the Bottom of the Pyramid, 5th Anniversary Edition 341 pp. Englisch.





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