Table of contents

- **Preface** (p. xi)
- **About the Author** (p. xix)
- Part I The Fortune at the Bottom of the Pyramid (p. 1)
- Chapter 1 The Market at the Bottom of the Pyramid (p. 3)
- The Power of Dominant Logic (p. 6)
- The Nature of the BOP Market (p. 10)
- There Is Money at the BOP (p. 10)
- Access to BOP Markets (p. 13)
- The BOP Markets Are Brand-Conscious (p. 14)
- The BOP Market Is Connected (p. 14)
- BOP Consumers Accept Advanced Technology Readily (p. 15)
- The Market Development Imperative (p. 16)
- Create the Capacity to Consume (p. 16)
- The Need for New Goods and Services (p. 19)
- **Dignity and Choice** (p. 20)
- Trust Is a Prerequisite (p. 20)
- Benefits to the Private Sector (p. 21)
- Chapter 2 Products and Services for the BOP (p. 23)
- A Philosophy for Developing Products and Services for the BOP (p. 24)
- Twelve Principles of Innovation for BOP Markets (p. 25)
- Making It Happen (p. 28)
- Conclusion (p. 46)
- Chapter 3 BOP: A Global Opportunity (p. 47)
- Engaging the BOP (p. 48)
- Local Growth Opportunities (p. 50)
- Learning to Grow (p. 50)
- Local Innovations and Global Opportunity (p. 52)
- **BOP Solutions for Developed Markets** (p. 53)
- Lessons for MNCs from BOP Markets (p. 55)
- Capital Intensity (p. 55)
- Sustainable Development (p. 57)
- **Innovations** (p. 57)
- The Cost of Managing (p. 58)
- Learning to Live in a Network of Relationships (p. 61)
- Chapter 4 The Ecosystem for Wealth Creation (p. 63)
- Market-Oriented Ecosystem (p. 65)
- Ecosystems for a Developing Country (p. 66)
- Learning the Sanctity of Contracts (p. 68)
- Reducing Inequities in Contracts (p. 69)
- Building Governance Capabilities Among the Poor (p. 72)
- Chapter 5 Reducing Corruption: Transaction Governance Capacity (p. 77)
- Are the Poor Poor? (p. 78)
- Transaction Governance Capacity (TGC) (p. 81)
- **Building TGC** (p. 83)

- The Andhra Pradesh e-Governance Story (p. 85)
- **eSeva** (p. 89)
- Center for Good Governance (p. 90)
- **Impediments** (p. 93)
- Lessons from the Andhra Pradesh Experiment (p. 94)
- Appendix List of eSeva Services (p. 97)
- Chapter 6 Development as Social Transformation (p. 99)
- Development as Social Transformation (p. 100)
- Breaking Down Barriers to Communication (p. 102)
- **BOP Consumers Upgrade** (p. 105)
- Gaining Access to Knowledge (p. 106)
- Identity for the Individual (p. 107)
- Women Are Critical for Development (p. 108)
- Evolving Checks and Balances (p. 108)
- The Real Test: From the Pyramid to the Diamond (p. 109)
- Part II Business Success Stories from the Bottom of the Pyramid (p. 113)
- **Financing the Poor** (p. 115)
- Aravind Eye Care-The Most Precious Gift (p. 131)
- Energy for Everyone (p. 137)
- Agricultural Advances for the Poor-The EID Parry Story (p. 149)
- **Retail for the Poor** (p. 159)
- Information Technology to the Poor (p. 169)
- The Jaipur Foot Story (p. 187)
- Health Alerts for All (p. 191)
- Transparent Government (p. 201)
- The Annapurna Salt Story (p. 213)
- Homes for the Poor-The CEMEX Story (p. 221)
- From Hand to Mouth-The HHL Soap Story (p. 235)
- Part III On the Web at Whartonsp.com
- Video Success Stories: 35 minutes of video success stories filmed on location in the bottom of the pyramid in India, Peru, Mexico, Brazil, and Venezuela
- Casas Bahia (3:54)
- **CEMEX** (3:07)
- Annapurna Salt (4:05)
- Hindustan Lever Limited (4:16)
- **Jaipur Foot (4:40)**
- Aravind Eye Care (6:08)
- ICICI Bank (4:23)
- ITC e-Choupal (4:08)
- EID Parry (4:12)
- Voxiva (3:33)
- E+Co/Tecnosol (4:34)
- Andhra Pradesh (3:30)
- Full Success Case Stories in pdf format
- The Market at the Bottom of the Pyramid
- Casas Bahia: Fulfilling a Dream

- CEMEX: Innovation in Housing for the Poor
- Known Problems and Known Solutions: What Is the Missing Link?
- The Annapurna Salt Story: Public Health and Private Enterprise
- Selling Health: Hindustan Lever Limited and the Soap Market
- Known Problems and Unique Solutions
- Jaipur Foot: Challenging Convention
- The Aravind Eye Care System: Delivering the Most Precious Gift
- Known Problems and Systemwide Reform
- ICICI Bank: Innovations in Finance
- The ITC e-Choupal Story: Profitable Rural Transformation
- The EID Parry Story
- Scaling Innovations
- The Voxiva Story
- Innovations in Energy: E+Co's Investing in Tecnosol
- Creating Enabling Conditions for the Development of the Private Sector
- Citizen Centricity: E-Governance in Andhra Pradesh
- The EID Parry Story
- Innovations in Energy: E+Co's Investment in Tecnosol
- Citizen Centricity: E-Governance in Andhra Pradesh
- Biographies of the Researchers/Writers of the Success Case Stories from The Fortune at the Bottom of the Pyramid (p. 247)
- About the Video Success Stories (p. 255)
- **Index** (p. 257)