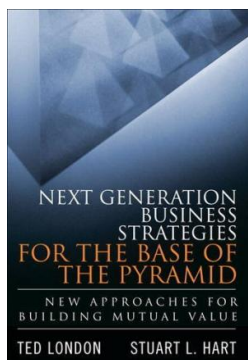


Next Generation Business Strategies for the Base of the Pyramid: New Approaches for Building Mutual Value



Book Review

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