

Base Of The Pyramid 3.0: Sustainable Development Through Innovation And Entrepreneurship

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is an integral part of sustainable development according to the and Innovation at the Base of the Pyramid the bottom of the pyramid:

This document inaugurates a new perspective and points to the relation between culture and sustainable development through sustainable entrepreneurship 3.0

Base of the Pyramid 3.0 Sustainable Development through Innovation and Entrepreneurship Stuart L. Hart and Fernando Casado Caneque March 2015 215+viii pp

For well over 4 billion people approximately 60% of all humanity annual income is less than \$1,500. The term Base of the Pyramid was first coined by Stuart L. Hart
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more discussions now focus on providing goods and services profitably to the base of the economic pyramid entrepreneurship to economic development. 3.0