



Untapped: Creating Value in Underserved Markets

By John Weiser, Michele Kahane, Steve Rochlin, Jessica Landis

Berrett-Koehler. Hardback. Book Condition: new. BRAND NEW, Untapped: Creating Value in Underserved Markets, John Weiser, Michele Kahane, Steve Rochlin, Jessica Landis, Most companies mistakenly dismiss low-income markets as commercial wastelands. Yet many top corporations -- including IBM, Ford, Hewlett Packard, and Texas Instruments -- have discovered that investing in and partnering with underserved communities can yield significant profits. Based on rigorous research spanning seven years and 50 cases, Untapped shows how serving consumers and suppliers at the bottom of the pyramid can be the key to addressing corporations' pressing needs: increased sales, a qualified workforce, marketable innovations, reduced costs, and increased quality. But as corporations benefit, so too do communities, through better products, prices, and services, more meaningful job opportunities, and an increased market for their own goods and services. The authors' blend of proven strategies, practical tools, case studies, and cogent insight shows managers how to maximize profits while helping community residents increase income and assets, creating a relationship of mutual gain.

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