## The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits

Revised and Updated 5th Anniversary Edition

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## **BONUS MATERIAL**

Videos relating to the case studies and bonus case studies are located on the book CD. You can also download them at the following Web site:

## www.whartonsp.com/Prahalad

Ebook readers can view extended case studies at the end of the ebook, following the index.