

<b>Books</b>			
<b>Title</b>	<b>Author</b>		<b>Date</b>
The Fortune at the Bottom of the Pyramid : eradicating poverty through profits	C.K. Prahalad		
Business Solutions for the Global Poor	Rangan V. K., Quelch J.A., Herrero G., Barton B.		
Capitalism at the Crossroads: The Unlimited Business Opportunities in solving the World's Most Difficult Problems	Hart S.L.		2005
Creating a World Without Poverty: Social Business and the Future of Capitalism	Muhammad Yunus		2000
The Measurement of Corporate Social Performance	Committee of the American Institute of Certified Public Accountants		2005
The Mystery of Capital	De Soto H		2007
<b>Papers and/or articles</b>			
<b>Title</b>	<b>Source</b>	<b>Author</b>	<b>Date</b>
Advancing the "Base of the Pyramid" debate	Strategic Management Review	Landrum, N. E.	2007
Beyond "Stepping Stone" Growth: Exploring New Market Entry at the Base of the Pyramid	WRI - Ross School of Business	London, T.	2006
Blue Ocean Strategy	Harvard Business Press	Kim, C., and Mauborgne, R.	2005
Book Review Essay: Promises and Perils at the Bottom of the Pyramid	Ross School of Business	James P. Walsh, Jeremy C. Kress, Kurt W. Beyerchen	
Building social business models : lessons from the Grameen experiences	HEC Working Paper 913	Yunus M., Moingeon B., Lehmann-Ortega L.	2009
Capitalism at the Crossroads: The Unlimited Business Opportunities in Serving the World's Most Difficult Problems	Upper Saddle River, NJ: Wharton School Publishing	Hart, S. L	2005
Coca-Cola India: a case study	Dartmouth University, Tuck School of Business.	Kaye, J.	2005
Cocreating Business's New Social Compact	Harvard Business Review	Brugmann, J., and Prahalad, C. K.	2007
Creating New Market Space	Harvard Business Review	Kim C. and R. Mauborgne	1999
Developing native capability: What multinational corporations can learn from the base of the pyramid	Stanford Social Innovation Review	Hart S.L. & London	
Doing Business With the Poor.	WBCSD		2005
Engaging Fringe Stakeholders for Competitive Imagination	Academy of Management Executive	Hart, S. L. and S. Sharma	2004
<a href="#">Evaluating the Impact of development Projects on Poverty: A handbook for Practitioners</a>	The World Bank	Judyl. Baker	2000
Global sustainability and the creative destruction of industries	Sloan Management Review	Hart, S. L., and M. B. Milstein	1999
Innovation as a Tool of Building Competitive Advantage at the Bottom of the Pyramid.		Tripathi, S. S. and S. K. De	2006
Innovation et Coopération interentreprises	CNRS Edition	Segrestin B.	2006
<a href="#">Making better investment at the Bottom of Pyramid</a>	Harvard Business Review	Ted London	mai-09
Mirage at the Bottom of the Pyramid: How the private sector can help alleviate poverty	Volume, DOI	Karnani, A.	2006
<a href="#">New Guidelines to Help Investors Measure Success of Microfinance</a>	Institutions	Robert Kropp	févr-09
Porverty Reduction for Profit? A critical examination of business opportunities at the Bottom of the Pyramid	QEH Working Paper Series, Queen Elizabeth House, University of Ox	Warnholz, J.-L. {	2007
Profitable Business Models and Market Creation in the Context of Deep Poverty: A Strategic View	Academy of Management Perspectives	Seelos, C., and Mair, J.	2007
Profits for Nonprofits: Find a Corporate Partner	Harvard Business Review	Andreasen, A. R.	1996
Rewriting the rules of the game	The Sol Journal		
Romanticizing the Poor Harms the Poor	Ross School of Business Working Paper Series	Karnani, A.	2006
Serving the world's poor, profitably	Harvard Business Review,	Prahalad, C. K., & Hammond, A.	2002
Social Changes and the Growth of the Indian Rural Market: An Invitation to FMCG Sector.		Raj, J. M. and P. Selvaraj	2006
<a href="#">Social Impact Assessment, A Discussion Among Grantmakers</a>	The Goldman Sachs Foundation and Rockefeller Foundation		2003
<a href="#">Social Return on Investment methodology: Analyzing the Value of Social Purpose Enterprise within a Social return Investment Framework</a>	The Roberts Foundation	S. Chun	2001
Strategic Innovation and the Science of Learning	MIT Sloan Management Review	Govindarajan V. and C. Trimble	2004
Strategic innovation: the construct, its drivers and its strategic outcomes	Journal of Strategic Marketing	Schlegelmilch, B. B., Diamantopoulos, A., and Kreuz, P.	2003
The Base of the Pyramid Protocol: Toward Next Generation BoP Strategy	Cornelle University	Erik Simanis ans Stuart Hart	2008
The Base of the Pyramid. Reperceiving Business from the Bottom Up	Global Business Network	Boyer N	2003
The Bottom Billion: Why the Poorest Countries Are Failing and What Can Be Done about It	New York: Oxford University Press	Paul Collier	2007
The End of Poverty: Economic Possibilities for Our Time	New York: Penguin	Jeffrey Sachs	2005
The New Learning Strategy: Anytime, Anything, Anywhere	Organizational Dynamics	Slocum J.W., McGill M. and Lei D.T.	1994
The White Man's Burden: How the West's Efforts to Aid the Rest Have Done So Much Ill and So Little Good	New York: Penguin Press	William Easterly	2006
<b>United Nations Development Programme</b>	<b>Source</b>		

<a href="#">The Millenium Development Goals Report 2008</a>			
<a href="#">Creating Value for All: Strategies for doing business with poor</a>			
Annual Report 2008			
<a href="#">Annual Human Development Reports</a>			
<b>Social impact measurement</b>			
<b>Title</b>	<b>Source</b>	<b>Author</b>	<b>Date</b>
An Information Oasis	Roberts Foundation		2002
Compass assessment for investors		Atkisson	
Double bottom line project report		Catherine Clarck, William Rosenzweig	2004
Engaging the Community: a Systematic Review	Researcj network for business sustainability		
<a href="#">Measuring Impact Framework "What gets measured gets done"</a>	WBSCD		
<a href="#">Ongoing assessment of social impacts (OASIS)</a>	REDF		
Social return assessment	Pacific Community Ventures		
<a href="#">Social Return on Investment</a>			
When Suits Meet Roots: Best Practices in Community Engagement	University of Calgary	Dr Frances Bowen	
<b>Website</b>			
Enterprise for a Sustainable World	<a href="http://bopprotocol.org/docs">http://bopprotocol.org/docs</a>		2006