

Business Expert Press

## Evolving With Inclusive Business in Emerging Markets: Managing the New Bottom Line

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This book discusses the attributes of inclusive business by engaging people (customers and stakeholders) in creating social and customer values and enhancing business growth among customer-centric companies. Corporate policy and implications of the inclusiveness in businesses on social development constitute the core discussion in this book. Inclusivity concepts and arguments are endorsed by case studies across the developing economies. Philosophy and practices of inclusive business through theoretical foundations, design arguments, and managerial analysis has been discussed across five chapters. Discussion on the success of inclusive businesses in the context of innovation, technology, and new product development which motivated people-led companies to adapt to agile business modeling and drive co-creation and coevolution initiatives are central to this book.

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