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Rise of Rural Consumers in Developing Countries: Harvesting 3 Billion Aspirations

Vijay Mahajan

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VIJAY MAHAJAN
Author of *Africa Rising*

RISE

OF RURAL CONSUMERS IN
DEVELOPING COUNTRIES

Harvesting **3** BILLION
ASPIRATIONS



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Vijay Mahajan : Rise of Rural Consumers in Developing Countries: Harvesting 3 Billion Aspirations before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rise of Rural Consumers in Developing Countries: Harvesting 3 Billion Aspirations:

Watch Vijay Mahajan talk about Rise of Rural Consumers in Developing Countries: Harvesting 3 Billion Aspirations This is the first comprehensive book highlighting the expanding consumer power of rural markets in developing countries. It takes a close look at one of the key stories in emerging markets: the untapped potential of the

world's 3.4 billion rural consumers -- 90 percent of whom live in Asia and Africa. The sheer number of rural consumers can provide a massive customer base for innovative companies that figure out how to reach them. The book provides a profile of the rural developing world and examines the forces that are increasing rural prosperity, including billions of dollars in remittances from migrant workers. It includes several examples of innovations and best practices that are allowing companies to tap into this opportunity.

'The data and global case studies in this book make a convincing case that strategies and policies must include rural populations in order to succeed for the long term. A "must read" for countries like India, where rural aspirations run high.' --Anand Mahindra "Chairman, Mahindra Group, India "By taking us inside the rural developing world, Professor Mahajan shows how forward-thinking companies already have tapped into one of the fastest-growing consumer markets in the world.' --Lu Xiongwen "Dean, School of Management, Fudan University, China "This is a thought-provoking book, the contents of which must be read, pondered over and acted on by government leaders, policy planners and development experts in the developing world or the global South without fail. --The Island Vijay Mahajan's book showcases the important ways that NGOs are helping to bring rural consumers into the economic mainstream. I was impressed by the innovation nonprofits are using to address social problems, whether the area is education, health care or secure livelihoods. I am extremely appreciative and encouraged that those efforts will help assure that millions of rural citizens will share in their countries' economic growth.--Her Majesty the Queen Mother Ashi Dorji "Wangmo Wangchuck, Bhutan "Social enterprises with strong brands are creating new models for bringing prosperity to the rural developing world. The revenues that enterprises such as Aarong generate support social missions in a sustainable way. As this book shows, in Bangladesh and other countries, these organizations are having a significant impact on issues such as poverty alleviation. --Tamara Hasan Abed "Senior Director Enterprises, BRAC, Bangladesh "There is an important message in this book, for both corporations and governments: Inclusive growth is the path to sustainable growth. 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With 3 billion rural residents in Africa and Asia, the challenges are too large, and the population growth too rapid, for any one sector to tackle alone. Together, we can make a significant impact.--Mohamed Shafik Gabr "Chairman and Managing Director, ARTOC Group, Egypt "There is a reason that technology leaders such as Google and Facebook are moving to gain a foothold in the rural developing world. As this book shows, those 3 billion-plus consumers are a huge emerging market for technology services. At the same time, technology can be a powerful tool for companies that want to reach that population in a cost-efficient way.--David Schmittlein "John C Head III Dean, MIT Sloan School of Management, USA ""The book is well-supported with data, both systematically reported and anecdotal.... Marketing Professionals the world over would be interested in reading this book because of the wealth of stories it documents, and the great blend of data and description."--Business Standard, November 23, 2016"Mahajan's deeply researched book, brimming with case studies and anecdotes gathered from his personal trips to rural markets, is broken down into three sections: "Recognizing the Rural Opportunity," "Growing and Reaping Rural Opportunity," and "The Rural Challenges... the book is an easy read, signposted with thought provoking questions, and filled with inspiration from the courageous pioneers who have overcome logistical and financial challenges in their efforts to serve underserved communities."--Shanghai Daily.com, January 6, 2017'A timely and powerful analysis of the opportunities that exist to help serve the aspirations and improve the livelihoods of nearly half the world's population.' --Paul Polman, This is a thought-provoking book, the contents of which must be read, pondered over and acted on by government leaders, policy planners and development experts in the developing world or the global South without fail. 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About the Author Vijay Mahajan holds the John P. Harbin Centennial Chair in Business at the McCombs School of Business, University of Texas at Austin. He has received numerous lifetime achievement awards including the American Marketing Association (AMA) Charles Coolidge Parlin Award for visionary leadership in scientific marketing. The AMA also instituted the Vijay Mahajan Award in 2000 for career contributions to marketing strategy. In 2006, he received the Distinguished Alumnus Award from the Indian Institute of Technology (Kanpur) for his contributions to management research. He served as the dean of the Indian School of Business in Hyderabad from 2002 to 2004. Mahajan is the author of twelve books including *Africa Rising*, *The 86% Solution*, and *The Arab World Unbound*.