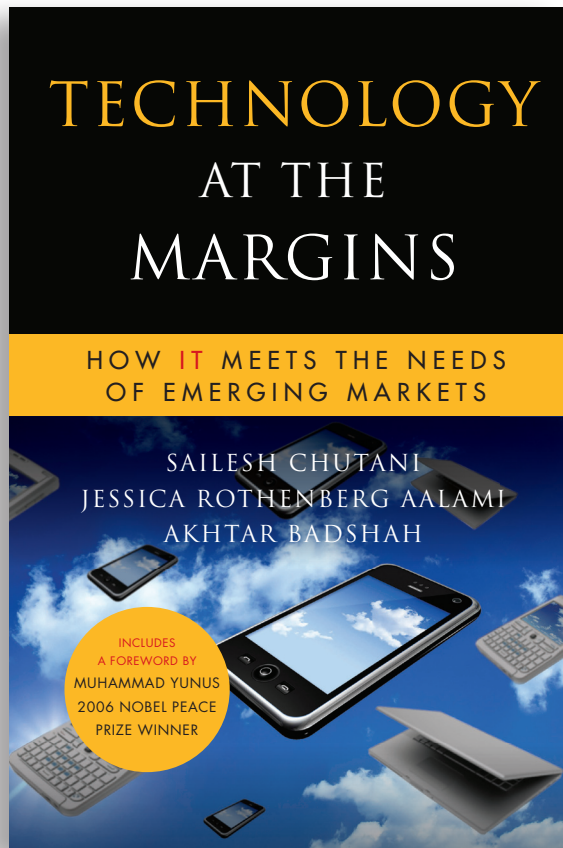


Remain Competitive by Offering IT that Meet Mass-Market Needs.



978-0-470-63997-9 • Hardcover
US \$39.95 • December 2010

Technology at the Margins demonstrates that by making IT more accessible, affordable, and relevant, new mass markets can be opened. Based on solid insights generated in key areas of health, education, finance and the environment, the book offers practical recommendations and insights from world leaders, innovators, practitioners and new users of emergent technologies.

- Offers recommendations on how companies can ensure their own competitiveness by offering more accessible, affordable, and relevant information technologies to support mass market needs
- Suggests practical recommendations and insights from world leaders, innovators, practitioners and new users of emergent technologies
- Challenges businesses to rethink their uses of existing technologies

Technology at the Margins will be of interest to decision makers in the private, public and nonprofit sectors who are interested in opportunities offered by IT in meeting the needs of those at the base of the world's economic pyramid.

About the Authors

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Praise for

Technology at the Margins

"This is an important book—important in the questions it raises and in bringing together the case studies of solutions. I have worked with Akhtar and his colleagues at Microsoft for nearly a decade, and I know that we share a deep belief that technology matters. Caring and learning are a powerful combination. This is the promise of the technology revolution, that technology can build our capacity in ways we don't foresee, from places we least expect. And so the disruptive force of technology needs to increasingly be a dialog. What can we learn today? What will those for whom we care teach us? This book reminds us to listen."

—Edward G. Happ, Chairman of the Board, NetHope, Inc.

"Technology at the Margins illuminates stories of effective technology interventions for underserved populations. Rich with examples, this engaging book highlights creative public-private partnerships, simple technologies and emerging business models that address the limited purchasing power of this targeted segment of people.

The compelling stories and rich insights in *Technology at the Margins* provide both a timely review and also tremendous encouragement to those interested in exploring technology solutions for the nearly half of the world's population that lives on less than \$2 a day."

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"Akhtar Badshah is a pioneering leader on the frontiers of efforts to use information and communications technology for international development. His book shows persuasively that the solutions enabled by these technologies can transform health, education, finance and resource management for the poor if we challenge the traditional strategies of business, non-profits, governments and international organizations."

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"A global company that wants to understand the role of technology in their strategy for emerging markets would find much of value in this book. The authors present a cogent framework to evaluate the opportunities and back it with compelling case studies."

—Anoop Prakash, Managing Director, Harley-Davidson, India

"*Technology at the Margins* is a must read for nonprofit leaders and technologists who want to leverage the power of IT to help solve global poverty. Authors Chutani, Aalami, and Badshah have given the sector one of the best handbooks filled with stories, advice, and best practices."

—Beth Kanter, CEO Zoetica and Co-Author of *Networked Nonprofit*