C.K. Prahalad

10 things that I've learned

- 1) Every person should have access to the benefits of the global economy
- 2) Treat the poor as a customer not a nuisance
- 3) All products and services should be affordable to everyone
- 4) Everyone should have access to the global market
- 5) "to change things we must not only change things in America, but we need to change things globally"
- 6) Start small, scale fast
- 7) Pricing is very important
- 8) What we need most are imagination, courage, passion, humanity, and intellect
- 9) We have to look at poor people as opportunity not as problem.
- 10) Every people as consumer. Every people as producer.