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The five cases in this collection are winners of the NextBillion 2011 Case Writing Competition, NextBillion.net's first annual academic business case competition, co-sponsored by the William Davidson Institute, Acumen Fund, and World Resource Institute. The cases focus on social enterprise and base of the pyramid issues at Nestle, the International Rescue Committee, International Development Enterprise India, Ziquitza Healthcare Limited, and the Emancipation Network, while seeking to address the question of what business models and business innovations are effective in developing scalable businesses serving low-income markets in the developing world.

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