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immense worldwide excitement about the potential of Bottom of the Pyramid (BoP) businesses to help impoverished societies escape poverty. Unfortunately, many BoP firms are locked in a "survival trap" that keeps them small, inefficient, and unprofitable. Now, Eric Kacou identifies breakthrough business models, operational techniques, and leadership approaches that can help BoP businesses grow rapidly, successfully, and profitably. Drawing from his immense on-the-ground experience in Africa's most challenging business environments, Kacou shows how companies can overcome the Survival Trap mindset that breeds dependence, mistrust, and failure. Next, he takes readers inside the Rwandan metamorphosis: the economic miracle that CNN's Fareed Zakaria calls Africa's biggest success story. Kacou shows how to address the needs of all core stakeholders. He concludes with integrated recommendations for local entrepreneurs, global businesses, governments, and international organizations: guidance that can truly launch a "virtuous cycle" of prosperity creation. For all entrepreneurs, policymakers, NGO professionals, and leaders who want to make BoP businesses work.

Handbook of Experimental Game Theory
Edward Elgar Publishing
The aim of this Handbook is twofold: to educate and to inspire. It is meant for researchers and graduate students who are interested in taking a data-based and behavioral approach to the study of game theory. Educators and students of economics will find the Handbook useful as a companion book to conventional upper-level game theory textbooks, enabling them to compare and contrast actual behavior with theoretical predictions. Researchers and non-specialists will find valuable examples of laboratory and field experiments that test game theoretic propositions and suggest new ways of modeling strategic behavior. Chapters are organized into several sections; each section concludes with an inspirational chapter, offering suggestions on new directions and cutting-edge topics of research in experimental game theory.

The Economy: Economics for a Changing World
Oxford University Press, USA
The only introductory economics text to equip students to address today's pressing problems by mastering the conceptual and quantitative tools of contemporary economics. OUP has partnered with the international collaborative project of CORE researchers and teachers to bring students a book and learning system that complements and enhances CORE's open-access online e-book. The Economy is a new approach that integrates recent developments in economics including contract theory, strategic interaction, behavioural economics and financial instability. It challenges students to address inequality, climate change, economic instability, wealth creation and innovation and other problems. It has been adopted as the standard principles course at University College London, Sciences Po Paris and the Toulouse School of Economics. A new economics for the principles course. The Economy begins with social interactions using elementary game theory and institutions modelled as rules of the game. This provides the basis for a modern treatment of markets including price-making as well as price-taking, the exercise of power, and the importance

of social norms and adjustment to disequilibria. Introducing labour and credit markets with incomplete contracts allows a consistent treatment of aggregate employment and fluctuations without the need for ad hoc sticky price and wage assumptions. Banks create money by extending credit and a central bank seeks to implement a target inflation rate. Growth and instability are illustrated from the Great Depression, through the post-war golden age of capitalism through to the financial crisis and ensuing uncertainties. Students acquire an understanding of the past and current evolution of the economy in its social and environmental context, equipping them to marshal evidence and articulate positions about contemporary policy issues.

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MCQs for FRCOphth Part 2 Oxford Specialty Training: Revision Texts MCQs for FRCOphth Part 2 is a key resource for candidates preparing to sit the Royal College of Ophthalmologists examination. Written by experts in the field, it is carefully mapped to the RCOphth curriculum, providing comprehensive preparation for all aspects of this challenging exam. Written for the new FRCOphth format, it contains 360 questions organised into five sections to reflect the subdivisions of the exam. A mock examination of 90 questions enables trainees to assess their level of knowledge, and practise the technique and approach needed for the examination. In addition to a small ratio of illustration based questions to reflect the real FRCOphth exam it also places an emphasis on areas that are not well covered in other materials, such as GMC and RCOphth guidelines. All answers are accompanied by detailed explanations and relevant further reading sources, providing candidates with high-quality

self-assessment. Offering a true test of the reader's ophthalmology knowledge, this is a must-buy for anyone preparing for the FRCOphth part 2 written exam.