

Título Original The 3 R's - Redefining Strategic Marketing Ingredients for the Base of the Pyramid

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Resumo Original: Since the seminal article by Prahalad and Hart (2002) about the relevance of the Base of the Pyramid (BoP) a lot has been written and studied about this theme. More recently, innovative business models have been developed and appear as a possibility to generate new businesses and at the same time improve life of the poor. Although these business models are still in their early lifecycle stages, their new paradigms begin to offer inspiration to the business community and some of their proposed ingredients, business values and ideas are beginning to be incorporated by companies servicing the BoP. Within this perspective, companies should (re)define marketing strategies and perspectives for emerging markets in order to serve all the stakeholders and offer a value proposition that creates a win (corporation) – win (customers) – win (society) situation. This article aims to offer a general overview of different and innovative marketing strategies adopted by companies operating at BoP and to identify core strategic conditions associated with new business approaches of a more inclusive capitalism: Reach, Relationship, and Relevance.