



Social Business and Base of the Pyramid: Levers for Strategic Renewal

Bénédicte Faivre-Tavignot

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This book analyzes how social business and base of the pyramid approaches allow companies to reinvent themselves, or in other words how they are the levers for strategic renewal.

It highlights the constraints and possible difficulties encountered in the process of corporate renewal, drawing on individual and collective restraints to outline the key themes for a company's successful transition.

The author uses the case of Danone to explain how such a process of strategic renewal can take time and calls for a shared vision not only among the directors but between all the players, with a strong emphasis on long-term commitment.

Throughout this book, the author offers guidance to help others complete this process with success, encouraging the reader to seize opportunities for change.

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