Suggestions for videos Chapter 11

Content

[Videos for students/lectures (informative) 1](#_Toc460010351)

[Videos for students/lectures (politically engaged) 2](#_Toc460010352)

## Videos for students/lectures (informative)

**Suggestion for a video on YouTube, see search quote between []:**

Economic participation at the Bottom of the Pyramid :

[Prahalad @ MSM Opportunities at Bottom of the Pyramid 1/6] (MaasSchoManage / 10:01 minutes)

Unilever’s Bottom of the Pyramid Strategy :

[Chapter 7 (International Marketing and Unilever’s BOP Strategy – Marketing for Global Success)] (Darwin Dhas / 6:40 minutes)

Bottom of the Pyramid Case Jaipur Foot :

[India Jaipur Foot] (VOA South Asia / 3:22 minutes)

Bottom of the Pyramid Case Microcredit :

[How Microcredit Works Whole Planet Foundation] (Whole Planet Foundation / 2:51 minutes)

Bottom of the Pyramid Case Eye disease :

[Aravind Eye Hospital byronetics] (byronetics / 6:08 minutes)

Opinion about The Share Economy :

[Who Really Wins In The Share Economy?] (AJ+ / 3:08 minutes)

Theory about Reverse Logistic :

[Reverse Logistics in Circular Economy] (Surus Inversa / 2:20 minutes)

Information about Business Model Canvas Osterwalder :

[Business Model Canvas Explained Strategyzer] (Strategyzer / 2:20 minutes)

Aspects of a Sustainable Strategy :

[Build a Strategy for Sustainability Harvard Business Review] (Harvard Business Review / 10:27 minutes)

A short introduction on ‘Blue Ocean Strategy :

[What is Blue Ocean Strategy? Blue Ocean Strategy] (Blue Ocean Strategy / 2:16 minutes)

Introduction Blue Ocean Strategy :

[VideoBrief: 'Blue Ocean Strategy' Business Management Book Synopsis] (bryaneye / 2:48 minutes)

How to find Blue Ocean segments :

[Implementing Blue Ocean Strategy | Andi Simon] (simonassociates / 3:27 minutes)

## Videos for students/lectures (politically engaged)

**Suggestion for a video on YouTube, see search quote between []:**

Socialism versus Market Economy :

[UBER is not part of a 'sharing economy' - mike Maloney] (GoldSilver (w/ Mike Maloney) / 4:29 minutes)

The Sharing Economy and Race to the Bottom :

[The sharing economy - monopolies and race to the bottom for workers] (The Aspen Institute / 2:21 minutes)