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Business Minds, Social Hearts: How Connected Global Citizens Can Change the World

Ignatius A. Duhu, Johnson A. Jeyaseelan

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What most individuals and institutions in more economically advanced societies often do is to engage in businesses and make money in developed countries as investors and entrepreneurs, then, promote or engage in various charitable endeavours in developing countries as philanthropists. Although, this is approach not entirely wrong, however, it does not genuinely support long-term sustainable development of poor countries and their citizens. This book says that all development stakeholders interested in assisting poor people escape poverty, should first do business with the poor - via investments and enterprises, so that all or part of the profits generated locally from the business engagements with the poor should then be directed towards charitable projects. This book is about transforming SMEs (small and medium enterprises) into GPCs (global prosperity companies), through building the foundation of most SMEs in housing investments and ensuring that the housing assets are traded on the Internet. These steps are necessary for building the foundation of the world's wealth and promoting global partnership for development. These procedures also ensure that people have access to jobs, decent shelter, medicine, food, water, education/skills acquisition and so on.

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