

## Up And Out Of Poverty The Social Marketing Solution

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“Up and Out of Povertywill prove very helpful to antipoverty planners and workers to help the poor deal better with their problems of daily living. Philip Kotler and Nancy R. Lee illustrate vivid cases of how the poor can be helped by social marketing solutions.”

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Buy Up and Out of Poverty: The Social Marketing Solution (paperback) Reprint by Kotler, Philip, Lee, Nancy R. (ISBN: 9780134194639) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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~~Kotler & Lee, Up and Out of Poverty: The Social Marketing ---~~

“Up and Out of Poverty Summary” Poverty is ever-spreading and perhaps the greatest problem existing nowadays. Approximately 1.5 billion of people don’t possess the minimum of an adequate living standard, and another two billion people manage to survive with only 50-60 dollars per month.

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Up and Out of Povertyillustrates the power of social marketing to contribute to poverty reduction in three uniquely marketing ways: exchange theory, market segmentation, and competitiveness. Exchange theory suggests the disquieting thought that the poor have the right to want what the rich want.

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How To Get Out Of Poverty . Educate yourself. Research shows that you stand to make more money if you have a higher level of education. If you want to get out of poverty and stay out, one of the best things you can do is get the right education and training. Pay off any outstanding loans. If you have any debt at all, pay it off as soon as you can.

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Up and Out of Poverty is a compilation of Xi Jinping's major works from September 1988 to May 1990 while he worked in Ning De,Fujian Province; it comprises 29 speeches and articles which includes a series of ideas, opinions and methods of economic development, the construction of Party, cultural advancement and talent cultivation.

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Poverty is a worldwide epidemic. About one-sixth of the world’s population makes less than \$1 a day and another two billion people, or one-third of the world’s population, make less than \$2 a day. Poverty wastes lives, encourages crime, fosters illness and builds political instability. Anti-poverty programs have existed since the 19th century.

~~Up and Out of Poverty Free Summary by Philip Kotler et al-~~

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China has successfully lifted 800 million people out of poverty in the past 35 years and contributed 70 percent to the UN Millennium Development Goal on poverty reduction, creating a miracle in the world development history. In 1949 when the People's Republic of China was founded, China's GDP was only \$18.9 billion, while per capita GDP was \$35.

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Up and Out of Poverty is a compilation of Xi Jinping's major works from September 1988 to May 1990 while he worked in Ningde, Fujian province.

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Up and Out of Poverty: The Social Marketing Solution: Kotler, Philip T., Lee, Nancy R.: Amazon.com.au: Books

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Thursday, August 3, 2017 MONTHLY. Up and Out of Poverty. The nine counties and cities of Ningde Prefecture constitute one of Fujian's more impoverished regions. During their nearly two years working in Ningde, Xi Jinping and the departments under his leadership took the lead in implementing their "four grassroots initiatives," which encouraged leading officials to investigate complaints and listen to ideas at the grassroots level; to go down to the grassroots to handle official business on ...