

Cambridge University Press
 978-1-108-48019-2 — Innovating for the Middle of the Pyramid in Emerging Countries
 Edited by Alvaro Cuervo-Cazurra, Miguel A. Montoya
 Copyright information
[More Information](#)

CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India

79 Anson Road, #06–04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781108480192

DOI: 10.1017/9781108647731

© Cambridge University Press 2021

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2021

A catalogue record for this publication is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Names: Cuervo-Cazurra, Alvaro, editor.

Title: Innovating for the middle of the pyramid in emerging countries / edited by Alvaro Cuervo-Cazurra, Miguel A. Montoya, Monterrey Tec, Guadalajara.

Description: New York, NY : Cambridge University Press, [2021] | Includes bibliographical references and index.

Identifiers: LCCN 2020040530 (print) | LCCN 2020040531 (ebook) |

ISBN 9781108480192 (hardback) | ISBN 9781108727136 (paperback) |

ISBN 9781108647731 (epub)

Subjects: LCSH: Technological innovations—Developing countries. | Basic needs—Developing countries. | Middle class—Developing countries.

Classification: LCC HC59.72.T4 I5253 2021 (print) | LCC HC59.72.T4 (ebook) | DDC 338/.064091724—dc23

LC record available at <https://lcn.loc.gov/2020040530>

LC ebook record available at <https://lcn.loc.gov/2020040531>

ISBN 978-1-108-48019-2 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.