

**Fighting poverty together: rethinking strategies for business, governments, and civil society to reduce poverty by Aneel Karnani. Palgrave Macmillan, 2011. 297p bibl index ISBN 9780230105874, \$35.00**

Karnani (business, Univ. of Michigan) serves up a quasi-manifesto to fight global poverty. Eschewing, at least explicitly, much research from the scholarly likes of Jeffrey Sachs and William Easterly, or the hands-on work of Bono and Bill Gates, the author offers pragmatic, connect-the-dots alternatives to what he claims are well-meaning but ineffective approaches. Chapter 1, "Fighting Poverty," reads, unfortunately, like a PowerPoint presentation that sets the stage and summarizes Karnani's contexts and themes; it serves as one bookend. Chapter 9 is the other, but it is really a very short bullet-point final rallying cry. The seven chapters in between are divided into two main parts. Chapters 2-4 assess and criticize more market-based approaches to battling poverty, including microfinance schemes and Base of the Pyramid approaches; chapters 5-8 describe the necessary three-pronged components and roles for the private, for-profit business world, governments, and what Karnani terms "civil society" (code for the individual citizenry, NGOs, and not-for-profit firms). With only so-so notes and index, the volume is good as a complement to other literature, but certainly not as a substitute for it. Summing Up: Optional. All readership levels. -- A. R. Sanderson, University of Chicago