



You Can Hear Me Now: How Microloans and Cell Phones are Connecting the World's Poor To the Global Economy

Nicholas P. Sullivan

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Bangladeshi villagers sharing cell phones helped build what is now a thriving company with more than \$200 million in annual profits. But what is the lesson for the rest of the world? This is a question author Nicholas P. Sullivan addresses in his tale of a new kind of entrepreneur, Iqbal Quadir, the visionary and catalyst behind the creation of GrameenPhone in Bangladesh.

GrameenPhone—a partnership between Norway's Telenor and Grameen Bank, co-winner of the 2006 Nobel Peace Prize—defines a new approach to building business opportunities in the developing world. *You Can Hear Me Now* offers a compelling account of what Sullivan calls the "external combustion engine"—a combination of forces that is sparking economic growth and lifting people out of poverty in countries long dominated by aid-dependent governments. The "engine" comprises three forces: *information technology*, imported by *native entrepreneurs* trained in the West, backed by *foreign investors*.

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