Small enterprises not only need credit - they also need many other services, such as training, advice, marketing, supplies, premises, accountancy, materials and technology. Without these business services, credit alone may do no more than add the burden of debt to all the other problems entrepreneurs have to face.

Governments and foreign donors have traditionally responded to these needs by trying to provide the services themselves. These services have been inadequate and of poor quality, and their main effect has been to ‘crowd out’ potentially more effective private suppliers. Now policy makers are learning that entrepreneurs are willing to pay the market price for quality services, and that small businesses - in the private sector - are the best source of services for other small businesses.

The book illustrates the radical changes that have taken place in the evolution of assistance to small businesses. The editors show how the transformation has taken place and illustrate some of the critical issues that are facing business development practitioners today.

Content:

Preface
Introduction
1. Marketing rural products in India
2. A case for business training with women's groups
3. African entrepreneurs: pioneers of development
4. Fostering collective efficiency
5. Compromise and cheating in small enterprise development
6. Towards success: impact and sustainability in the FIT programme
7. Franchising: a vehicle for entrepreneurship development in Singapore
8. The role of markets in delivering BDS to the poor
9. The training market for MSEs in developing countries
10. Assessing markets for business development services: what have we learned so far?
11. The market-based approach to enterprise assistance: an evaluation of the World Bank's 'market development grant funds'
12. From principles to practice: ten critical challenges for BDS market development
13. Putting development back at the centre of business development services
15. Business Support Centres in the transition economies: progress with the wrong model?
16. Case studies of BDS market development interventions in weaker markets
17. Gender and the growth of microenterprises
18. Measuring informal sector incomes in Tanzania: some constraints to cost-benefit analysis

About the authors:

Malcolm Harper is Emeritus Professor of Enterprise Development at Cranfield University, UK. He is Editor-in-Chief of Small Enterprise Development.

Jim Tanburn works for the International Labour Organisation in Geneva. He is one of the principal authors of Business Development Services for Small Enterprises: Guiding Principles for Donor Intervention, published by the Committee of Donor Agencies for Small Enterprise Development.
ORDER FORM

To order, complete this form and send it to:

ITDG Publishing
Bourton Hall
Bourton-on-Dunsmore
Warwickshire, CV23 9QZ, UK

tel: +44 (0)1926 634501
fax: +44 (0)1926 634502
e-mail: orders@itpubs.org.uk

Go to
www.developmentbookshop.com
to see related titles

- Business Development Services, edited by Jacob Levitsky, 
paperback, 2000, £15.95.
- The Wheels of Trade, edited by Jim Tanburn and Milena Hileman, 
paperback, 2000, £12.95.
- Looking Beyond Credit, edited by Jonathan Dawson and Andy Jeans, 
paperback, 1997, £12.95.

<table>
<thead>
<tr>
<th>Qty</th>
<th>Title</th>
<th>Price</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mapping the Shift in Business Development Services: Making Markets Work for the Poor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total cost of publications
Cost of postage and packing (see below)
ORDER TOTAL

Post and packing:
please send books by: □ Standard service  □ Priority service

<table>
<thead>
<tr>
<th>Region</th>
<th>Standard service</th>
<th>Priority service</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>Add 15%, minimum £1, allow 4-5 days from despatch of the books</td>
<td>Add 40%, allow 12-21 days from despatch of the books</td>
</tr>
<tr>
<td>Europe</td>
<td>Add 20%, minimum £1, allow 6-10 days from despatch of the books</td>
<td></td>
</tr>
<tr>
<td>Rest of the world</td>
<td>Add 25%, minimum £1 - orders up to £100 For larger orders add 20%, allow 21-180 days from despatch depending on destination</td>
<td></td>
</tr>
</tbody>
</table>

Payment (please tick):
□ I enclose payment of total cost
□ Please send me a proforma invoice
□ Please charge my credit card:
□ Mastercard
□ Visa
□ Maestro (Switch)
□ American Express

Card Number: .................................................................
Expiry date: .................................................................
Issue number (Switch only): ..............................................
Date: .................................................................
Signature: (please sign below):

INVITATION TO REQUEST REVIEW COPIES:
Press/publishers: to discuss features/extracts or author articles, or to request a review copy, please contact Denise Wright, tel: +44 (0)1926 634501, fax: +44 (0)1926 634502, e-mail: denise.wright@itdg.org.uk, with details of your periodical.

INVITATION TO REQUEST INSPECTION COPIES:
Educators: to request an inspection copy, please contact marketing@itpubs.org.uk, with details of your course title, number of students and course start date.

Customer information
(cardholder’s address, or address to which the invoice should be sent):
Name: .................................................................
Address: .................................................................
Postcode: .................................................................
Country: .................................................................
E-mail * : .........................................................
Tel: .................................................................

□ * Tick to receive our e-mail newsletter every 2 months

Delivery address for books
(if different from cardholder’s address):
Name: .................................................................
Address: .................................................................
Postcode: .................................................................
Country: .................................................................
E-mail : .................................................................
Tel: .................................................................

INVITATION TO REQUEST REVIEW COPIES:
Press/publishers: to discuss features/extracts or author articles, or to request a review copy, please contact Denise Wright, tel: +44 (0)1926 634501, fax: +44 (0)1926 634502, e-mail: denise.wright@itdg.org.uk, with details of your periodical.

INVITATION TO REQUEST INSPECTION COPIES:
Educators: to request an inspection copy, please contact marketing@itpubs.org.uk, with details of your course title, number of students and course start date.

Trade Distribution Information
UK and Europe: NBN International
USA: Stylus Publishing LLC
Elsewhere: contact marketing@itpubs.org.uk
for your local distributor.

ITDG Publishing
Bourton Hall, Bourton-on-Dunsmore
Warwickshire, CV23 9QZ, UK
tel: +44 (0)1926 634501
fax: +44 (0)1926 634502
e-mail: orders@itpubs.org.uk
web: www.itdgpublishing.org.uk
or: www.developmentbookshop.com