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Mission Abandoned: How Multinational Corporations Abandoned Their First Attempt to Eliminate Poverty. Why They Should Try Again.

Richard Boyle, Robert Ross

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Mission Abandoned "is a compelling first-hand account of the rise and fall of the Adela Investment Company, the critically important but long-forgotten enterprise launched in the 1960's by a blue chip group of multinational corporations for the expressed purpose of promoting private sector development in Latin America. The entrepreneurial Adela was a pioneer in the truest sense of the word, and the lessons learned from this noble experiment in international development are as relevant today as they were during the company's heyday." Professor Roger Leeds, Director, Center for International Business & Public Policy, School of Advanced International Studies, Johns Hopkins University.

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