

## **Article Link**

https://www.theguardian.com/sustainable-business/2015/apr/10/poverty-betsy-teut...

## The Guardian Sustainable Business: How should we gauge the success of poverty interventions?

Writing in the Guardian Sustainable Business blog, Marc Gunther asks How should we gauge the success of poverty intervention? He reviews the new book 100 under \$100: One Hundred Tools for Empowering Global Women, which discusses a number of innovations, and the work IPA and J-PAL are doing to evaluate effectiveness.

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