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## Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth (Hardback)

By Navi Radjou, Jaideep Prabhu, Simone Ahuja

John Wiley Sons Inc, United States, 2012. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Jugaad Innovation is the most comprehensive book yet to appear on the subject [of frugal innovation]. The Economist A frugal and flexible approach to innovation for the 21st century Innovation is a key directive at companies worldwide. But in these tough times, we can t rely on the old formula that has sustained innovation efforts for decades expensive RD projects and highly-structured innovation processes. Jugaad Innovation argues the West must look to places like India, Brazil, and China for a new approach to frugal and flexible innovation. The authors show how in these emerging markets, jugaad (a Hindi word meaning an improvised solution born from ingenuity and cleverness) is leading to dramatic growth and how Western companies can adopt jugaad innovation to succeed in our hypercompetitive world. \* Outlines the six principles of jugaad innovation: Seek opportunity in adversity, do more with less, think and act flexibly, keep it simple, include the margin, and follow your heart \* Features twenty case studies on large corporations from around the world Google, Facebook, 3M, Apple, Best Buy, GE, IBM, Nokia, Procter Gamble, PepsiCo, Tata...



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