



Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth

By Navi Radjou, Jaideep Prabhu

Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. 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 R&D their work has been profiled in BusinessWeek, MIT Sloan Management Review, The Financial Times, The Economist, and more. Filled with previously untold and engaging stories of resourceful jugaad innovators and entrepreneurs in emerging markets and the United States p>This groundbreaking book shows leaders everywhere why the time is right for jugaad to emerge as a powerful business tool in the West--and how to bring jugaad practices to their organizations.



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