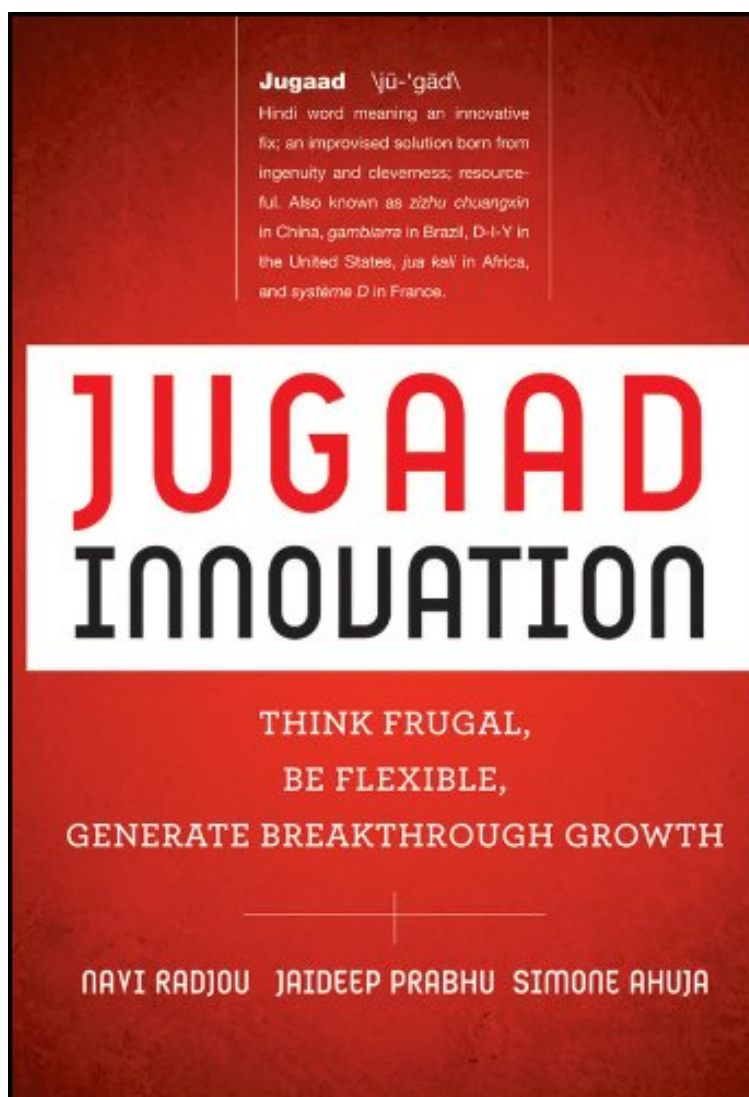


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Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth



Par Navi Radjou, Jaideep Prabhu, Simone Ahuja

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Description :

Prsentation de l'diteur"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 decadesexpensive 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 Group, and more that are actively practicing jugaad innovation The authors blog regularly at Harvard Business ; their work has been profiled in BusinessWeek, MIT Sloan Management , 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 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. Revue de presse

Jugaad Innovation goes farther than conventional business books that chart consumer growth in Brazil, Russia, India, and China. It explains how emerging economies are pioneering the art of frugal engineering, then provides practical tips on how Western companies from tech startups to multinational industrial corporations can likewise do more with less. A provocative and entertaining read for 21st century business leaders. Carlos Ghosn, CEO, Renault Nissan The authors have it right: highly structured innovation processes can't deliver all the breakthroughs required by today's speed of business. What's called for are new practices that work with, not against, the forces that drive our hypercompetitive world. Jugaad Innovation lays out the new principles that you and every forward-thinking leader in your company need right now. Charlene Li, founder, Altimeter Group; bestselling author, Open Leadership Businesses must move away from the top-down organizational hierarchies that have defined the past and transform themselves into social enterprises built on bottom-up, agile models based on collaboration. Jugaad Innovation shows how you can enable your entire ecosystem—employees, customers, and partners—to make significant contributions and drive hypergrowth. An important book for anyone who wants to compete in the future. Marc Benioff, chairman and CEO, salesforce.com; bestselling author, Behind the Cloud CEOs tend to manage innovation like an orchestra conductor with a traditional, hierarchical, and prescriptive approach. Jugaad Innovation shows how to innovate like a jazz band with improvisation, creativity, and agility. Both styles are necessary on today's global stage. Doreen Lorenzo, president, frog We are entering an age when humanity's grand challenges are being solved by a new generation of do-it-yourself innovators employing jugaad-style thinking. Today the entrepreneurial spirit of your very own employees, customers, and partners empowered by new technologies can literally change the world. X PRIZE has proven the value of jugaad by leveraging this bottom-up approach of better, faster, cheaper to the point of sending a man into space for a fraction of what NASA spends. This compelling new book, Jugaad Innovation, articulates how you can start to accomplish amazing things on a shoestring. It is a vital read. Peter H. Diamandis, founder and chairman, X PRIZE Foundation

Jugaad Innovation throws cold water in the faces of CEOs, reminding them of the immense power of grassroots, do-it-yourself, cheap, quick, simple innovation. This is one of the most important lessons that emerging markets are teaching the West. George F. Colony, CEO, Forrester Research I've long argued that the role of business is to make the world a better place. In the new economy, this requires true innovation—bold ideas, gutsy people, and extraordinary actions. Need a new roadmap? Fresh inspiration? Accessible tools? It's all in this remarkable book, Jugaad Innovation. Get a copy for yourself and every member of your team today. Kevin Roberts, CEO worldwide, Saatchi Saatchi; bestselling author, LoveMarks The authors provide a wealth of examples of entrepreneurs who have found success by doing more with less (Financial Times, 19th May 2012) "Jugaad Innovation is the most comprehensive book yet to appear on the subject (The Economist, 24th May 2012) This inspirational book leaves the reader brimming with hope and excitement for the future. (I Global Intelligence, July 2012) Presentation de l'auteur "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.

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more that are actively practicing jugaad innovation The authors blog regularly at Harvard Business ; their work has been profiled in BusinessWeek, MIT Sloan Management , 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 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.