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Jugaad Innovation: A Frugal and Flexible Approach to Innovation For The 21st Century

By Navi Radjou, Jaideep Prabhu and Simone Ahuja; Foreward by Sam Pitroda

Random Business Books, New Delhi, 2012. Hardcover. Book Condition: New. Jugaad is a word often heard in general conversation in India. Whether to find ingenious solutions to problems or turn adversity into opportunity Indians swear by it. In this seminal book, Navi Radjou, Jaideep Prabhu, and Simone Ahuja challenge the very way a traditional organization thinks and acts. Leading companies such as Facebook, Future Group, GE, Google, PepsiCo, Philips, Renault-Nissan, Siemens, Suzlon, Tata Group, and YES BANK, among others, are already practicing jugaad to generate original ideas and pioneer growth. In the midst of rising global competition and swelling R&D budgets, Jugaad Innovation presents ways to innovate, be flexible, and do more with less. Peppared with examples of innovative entrepreneurs in emerging markets such as Africa, India, China, and Brazil, Jugaad Innovation illuminates paths to engender breakthrough growth in a complex and resource-scarce world. Page Extent: 336.



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