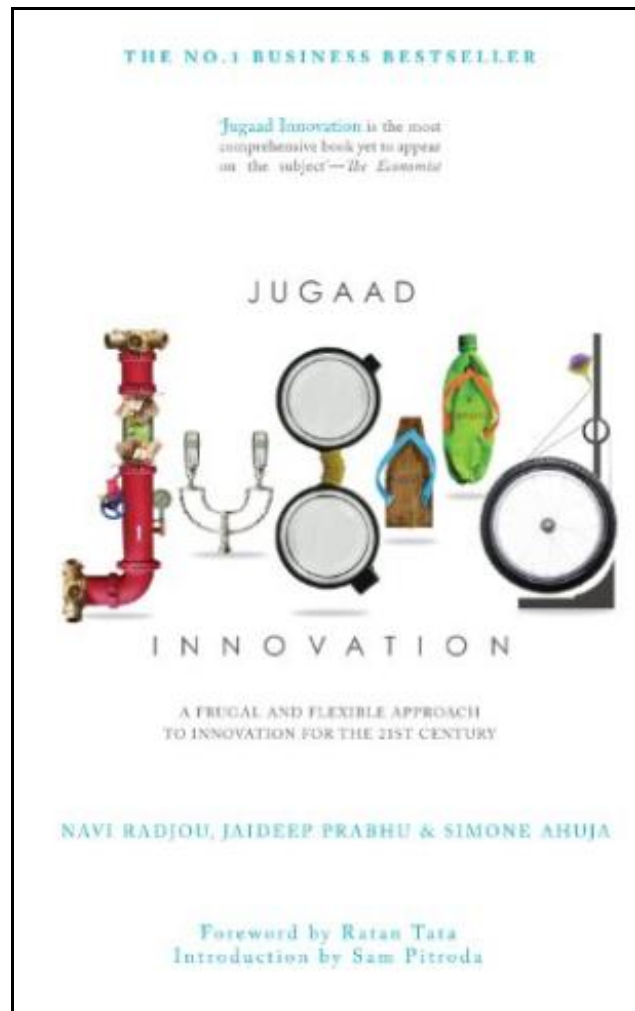


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Reviews

It is simple in read easier to understand. I am quite late in start reading this one, but better then never. Its been designed in an exceptionally easy way in fact it is just following i finished reading through this publication where basically transformed me, alter the way i really believe.
(Ms. Christy Ondricka DDS)

JUGAAD INNOVATION: A FRUGAL AND FLEXIBLE APPROACH TO INNOVATION FOR THE 21ST CENTURY



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. Peppereed 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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