

Frugal Innovation How To Do More With Less Economist Books

Healthcare, Frugal Innovation, and Professional Voluntarism
Global Surgery
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Entrepreneurship
Do Better with Less
From Smart to Wise
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Healthcare, Frugal Innovation, and Professional Voluntarism

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This insightful book looks at the phenomenon of low-cost innovation and explores what we can learn from the innovators in developing nations who are making amazing technical and social advances with scarce capital and resources. Charles Leadbeater shows how these methods can be applied and used wherever you are and whatever your capital.

Global Surgery

This groundbreaking book, by the bestselling authors of Jugaad Innovation, shows how India can harness the three megatrends -- the sharing economy, the maker movement and the circular economy -- and disruptive technologies such as AI and 3D printing to generate jobs and drive inclusive and sustainable growth in the decades to come. The world faces a stark challenge: meeting the needs of over 7 billion people without bankrupting the planet. India, with its large population and limited resources, is at the very epicentre of this challenge. It also offers a creative way out. Its resilient jugaad mindset, dynamic ecosystem of start-ups and enterprises, and the practice of NGOs and governments working together promises not only to meet its own requirements in a sustainable way but also the needs of billions around the world. Packed with over fifty case studies, Do Better with Less offers six proven principles that Indian entrepreneurs and businesses can use to co-create frugal solutions in education, energy, healthcare, food and finance that are highly relevant to India and the world. This book is India's guide to claiming global leadership in frugal innovation.

Frugal Innovation in Healthcare

"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 R&D 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 Review; 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

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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.

Entrepreneurship

From three design partners at Google Ventures, a unique five-day process—called the *sprint*—for solving tough problems using design, prototyping, and testing ideas with customers.

Do Better with Less

A fresh and timely approach to nurturing wise, resilient, and flexible leadership in a world of growing complexity. Leaders tend to obstinately stick to the leadership style that brought them most success in the past, usually one of two extreme styles: functional leadership that focuses on operational excellence or smart leadership that focuses on growth. When a leader's focus is too functional, the organization becomes introverted and can focus too much on bottom-line profitability while missing out on top-line growth opportunities. But when leaders focus too much on smart leadership, the organization may experience quick growth but lose its effectiveness quickly. *From Smart to Wise* offers a new approach that balances the two styles to achieve a form of wise leadership that is both functional and smart. Drawing on inspiring real-life stories of historical and contemporary wise leaders such as Bill Gates, Warren Buffet, and even Mahatma Gandhi, the authors

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identify six characteristics of wise leaders and offer a practical framework to help readers develop their own style of wise leadership. A timely and innovative approach to leadership Written by noted speakers who conduct dozens of keynote speeches and workshops, training thousands of people annually

From Smart to Wise

Business model innovation is about increasing the success of an organization with existing products and technologies by crafting a compelling value proposition able to propel a new business model to scale up customers and create a lasting competitive advantage. And it all starts by mastering the key customers. - The importance of business model innovation - Business model innovation enables you to create competitive moats - A multi-faceted concept - Analysts use business models to produce financial analyses - Academics study business models for the sake of classifying things - Most people confuse business models for business plans - Startups confuse business models for monetization strategies - Business model innovation is an experimentation mindset for entrepreneurs - An entrepreneur is not a scientist - Business model innovation is at the same time a mindset, a framework and a set of tools for entrepreneurs - Myth one: the best product wins - Myth two: technology is what gives a competitive advantage - Myth three: business model innovation is just about how you make money - What kind of questions do you need to ask with business model innovation? - Paths toward business model innovation

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- Engineer an innovative business model from scratch
- Find an innovative business model along the way -
- Use business model innovation as a survival mechanism -
- Business model innovation examples -
- Netflix business model innovation (case study) -
- Amazon business model innovation (case study) -
- Apple business model innovation (case study) -
- Google business model innovation (case study) -
- Facebook business model innovation (case study) -
- Is business model innovation for anyone? -
- Key takeaways

The Business Model Innovation Playbook

The concept of open innovation (OI) has become a very popular topic during the last decade, with increasing number of SMEs embracing OI practices to gain competitive advantage. This edited volume is a timely opportunity to gather research on OI in SMEs, to investigate how OI is managed and implemented to determine the peculiarities compared to OI management in large companies, and to specify the consequences for future OI research. The book offers insights into the following topics: The state of the art on open innovation in SMEs; adopting open innovation in SMEs; interorganizational networks and innovation ecosystems; sectoral patterns of open innovation in SMEs; and measuring, evaluating and stimulating open innovation in SMEs.

Frugal Innovation

This book will prove that every organization's best

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chance, to survive and become better than ever, lies within itself. Against the decidedly progressive, action-oriented, and above all restless backdrop of disruption, the DNA of established business is starting to realign. It's the beginning of a groundswell that has started to make lean entrepreneurship a core competency within big business. Based on hundreds of interviews, as well as the author's consulting work within companies, Jugaad 3.0 Hacking the Corporation identifies the competencies these corporate hackers possess. It also offers a spectrum of carefully crafted archetypes to help people see themselves in this trend and allow organizations identify the innovators in their midst.

Britain at Bay

This book discusses the growing use and importance of frugal innovation in society. Frugal innovation looks at innovating in a cost-efficient manner by taking into account available resources. This book explains how frugal innovation is different to other types of innovation and how frugal innovation offers a creative solution to issues of sustainability and the circular economy. The book approaches innovation by taking into account the stakeholders and how companies can innovate efficiently in an inclusive manner. It presents successful cases of companies that have innovated frugally, making the book an engaging read for anyone who is interested to learn more.

Collective Genius

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Reinventing economic development as if small business mattered In cities and towns across the nation, economic development is at a crossroads. A growing body of evidence has proven that its current cornerstone—incentives to attract and retain large, globally mobile businesses—is a dead end. Even those programs that focus on local business, through buy-local initiatives, for example, depend on ongoing support from government or philanthropy. The entire practice of economic development has become ineffective and unaffordable and is in need of a makeover. The Local Economy Solution suggests an alternative approach in which states and cities nurture a new generation of special kinds of businesses that help local businesses grow. These cutting-edge companies, which Shuman calls “pollinator businesses,” are creating jobs and the conditions for future economic growth, and doing so in self-financing ways. Pollinator businesses are especially important to communities that are struggling to lift themselves up in a period of economic austerity, when municipal budgets are being slashed. They also promote locally owned businesses that increase local self-reliance and evince high labor and environmental standards. The book includes nearly two dozen case studies of successful pollinator businesses that are creatively facilitating business and neighborhood improvements, entrepreneurship, local purchasing, local investing, and profitable business partnerships. Examples include Main Street Genome (which provides invaluable data to improve local business performance), Supportland (which is developing a powerful loyalty card for local businesses), and Fledge

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(a business accelerator that finances itself through royalty payments). It also shows how the right kinds of public policy can encourage the spread of pollinator businesses at virtually no cost.

Evolution of Innovation Management

This book explores the new product development process of firms developing frugal innovation for the base-of-the-pyramid (BOP) markets in developing countries. Frugal innovations are products characterised by an affordable price-point, durability, usability and core functionalities that are highly adapted to BOP consumers' needs. Frugal products have the potential to drive the development progress and living standards of low-income consumers. With an innovation framework developed from worldwide frugal case studies, this book provides detailed insights through two in-depth start-up firms in Indonesia that have successfully launched frugal products for the low-income market. These two start-ups have addressed two major development challenges for not just Indonesia, but also the global BOP market - traditional methods of cooking and access to clean drinking water. A detailed roadmap is developed from insights into the processes and management decisions of these two start-ups and combined with previous studies on frugal products. Providing a detailed roadmap across the different phases and stages of the new product development process when developing frugal products, this book will be insightful to not only innovators but also investors and government agencies supporting their

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activities.

Frugal Innovation and Its Implementation

Frugal innovation is a way that companies can create high-quality products with limited resources. Once the preserve of firms in poor markets, Western companies are now seeking ways to appeal to cost-conscious and environmentally-aware consumers at home. With an estimated trillion-dollar global market for frugal products, and with potentially huge cost savings to be gained, frugal innovation is revolutionizing business and reshaping management thinking. This book explains the principles, perspectives and techniques behind frugal innovation, enabling managers to profit from the great changes ahead. The book explains: How to achieve mass customization, using low-cost robotics, inexpensive product design and virtual prototyping software. How consumers and other external partners can help develop products How to implement sustainable practices, such as the production of waste-free products How to change the corporate culture to become more frugal

Frugal Innovation

This book introduces readers to the concept of 'frugal innovation' and describes novel low-cost technologies that aid in diagnosing infectious diseases. Rapidly deployable, portable, and affordable diagnostic tools have the potential to tremendously benefit populations in resource-limited settings and improve

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global health outcomes. Specifically, the book includes the following features: Cutting-Edge Research: Thorough coverage of scientific advances related to frugal bioengineering that have been developed within the last few years. A few examples of technologies covered in detail include low-cost paper-based and CD-based microfluidic diagnostic systems. Industry and Non-Profit Voices: Chapters written by scientists currently working in industry and philanthropic sectors.

India Inside

A sweeping, groundbreaking epic that combines military with social history, to illuminate the ways in which Great Britain and its people were permanently transformed by the Second World War. Here is the many-faceted, world-historically significant story of Britain at war. In looking closely at the military and political dimensions of the conflict's first crucial years, Alan Allport tackles questions such as: Could the war have been avoided? Could it have been lost? Were the strategic decisions the rights ones? How well did the British organize and fight? How well did the British live up to their own values? What difference did the war make in the end to the fate of the nation? In answering these and other essential questions he focuses on the human contingencies of the war, weighing directly at the roles of individuals and the outcomes determined by luck or chance. Moreover, he looks intimately at the changes in wartime British society and culture. Britain at Bay draws on a large cast of characters--from the leading statesmen and

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military commanders who made the decisions, to the ordinary men, women, and children who carried them out and lived through their consequences--in a comprehensible and compelling single history of forty-six million people. For better or worse, much of Britain today is ultimately the product of the experiences of 1938-1941.

Aiming Big with Small Cars

This book is open access under a CC BY 4.0 license. This book investigates what international placements of healthcare employees in low resource settings add to the UK workforce and the efficacy of its national health system. The authors present empirical data collected from a volunteer deployment project in Uganda focused on reducing maternal and new-born mortality and discuss the learning and experiential outcomes for UK health care professionals acting as long term volunteers in low resource settings. They also develop a model for structured placement that offers optimal learning and experiential outcomes and minimizes risk, while shedding new light on the role that international placements play as part of continuing professional development both in the UK and in other sending countries.

Responsible Innovation in Large Technological Systems

Customers are increasingly seeking "low-cost, high-quality" or what is known as frugal products that meet the buyer's needs while reducing the associated cost

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of ownership. This book examines the developing principles and theories of frugal innovations across the globe. The authors identify frugal innovation (FI) using a multi-method approach to data analysis. They argue that the concept of frugality as a societal/ethical value has undergone several changes and propose a differentiated model of frugal innovations. They address frugal innovations that have never been accessible to the public. Hands-on case studies across various industry sectors and countries, supported by theory, provide multiple learning opportunities. The authors explore the relationship between FI and digitalisation and technology, and discuss how FI can be applied in the context of contemporary issues such as food security. Further, they articulate the mechanisms by which FI beliefs and values can be incorporated into organisational culture. The final chapters address both ethical and controversial views of frugal innovation. The book is a valuable resource for students in business courses, for industry professionals wanting to improve their triple bottom line, and for educators wanting to influence and change the mindsets of the younger generations to effectively deal with today's and tomorrow's challenges.

Sprint

This book discusses several product development strategies and tools employed by organizations around the world to implement frugal innovations. Over the past decade, frugal innovations have caught

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the attention of countless management scholars. This book comes at the right time for academics and practitioners alike, as it explores how the concept of frugal innovation has evolved over the past several years and is shifting its focus from merely featuring 'cost' driven innovations to being more 'resourceful' and 'sustainable' at its core. Furthermore, in light of the ongoing digital revolution and emergence of new business models such as sharing economy and circular economy, the book highlights recent and upcoming trends and their impacts on frugal innovation strategies.

Frugal Innovation

Frugal Innovation in Healthcare

This book focuses on the small car segment of India's automotive industry to explain the emergence of lead markets. The authors contend that the current understanding of lead markets does not sufficiently explain the business practices that are born out of the intensified globalization of innovation. Lead markets are considered crucial for the global diffusion of new products and this book investigates whether sustainable lead markets can also emerge in developing economies, and if so, under which conditions. The authors question the conventional wisdom and propose updates and extensions to the lead market theory to better reflect the changing ground realities on ground.

Lead Market India

A New York Times, Wall Street Journal, USA Today, Amazon Bestseller Reverse Innovation is the new business idea everyone is talking about. Why? Because it presents the blueprint for scaling growth in emerging markets, and importing low-cost and high impact innovations to mature ones. Innovation is no longer the exclusive domain of the Silicon Valley elite. Reverse Innovation will open your eyes to the fact that the dynamics of global innovation are changing—and if you want your firm to survive, you'd better pay attention. The gap between rich nations and emerging economies is closing. No longer will innovations travel the globe in only one direction, from developed to developing nations. They will also flow in reverse. CEOs of the world's most influential companies agree and have cited Reverse Innovation as their playbook for the next generation of global growth. Authors Vijay Govindarajan and Chris Trimble of the Tuck School of Business at Dartmouth explain where, when, and why reverse innovation is on the rise and why the implications are so profound. Learn how to make innovation in emerging markets happen and how such innovations can unlock even greater opportunity throughout the world. You'll follow some of the world's leading companies (including GE, Deere & Company, P&G, and PepsiCo) through stories that illustrate exactly what works and what doesn't. If you're in a Western economy, you need to accept that the future lies far from home. But the idea is not just for Western audiences. If innovation is at the heart of your company or your career, no matter where you

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practice business, Reverse Innovation is a phenomenon you need to understand. This book will help you do that.

Disrupt-It-Yourself

Uses new approaches and solutions to tackle innovations in an international context. Some of the challenges of innovating are remarkably consistent and recent times have shown the emergence of new ways for stimulating and managing the innovation process. The authors explore these new routes and assess their value for markets and companies.

Rerum Novarum

India is still perceived by some as a developing country that has yet to create world-class products of its own. However, this book shows that in recent years India has emerged as a lead market for frugality-driven innovations that are affordable, robust and successful even outside its geographic boundaries. Many global companies have recognized these changes and are ramping up their local R&D capabilities. At the same time, several Indian firms are venturing out to international shores and gaining access to new markets. Using a top-down approach, the book takes a closer look at systems of innovation at work and presents examples of successful, corporate innovations in multiple industries and their contextual conditions.

Jugaad 3.0

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A groundbreaking approach to succeeding in business and life, using the science of resourcefulness. We often think the key to success and satisfaction is to get more: more money, time, and possessions; bigger budgets, job titles, and teams; and additional resources for our professional and personal goals. It turns out we're wrong. Using captivating stories to illustrate research in psychology and management, Rice University professor Scott Sonenshein examines why some people and organizations succeed with so little, while others fail with so much. People and organizations approach resources in two different ways: "chasing" and "stretching." When chasing, we exhaust ourselves in the pursuit of more. When stretching, we embrace the resources we already have. This frees us to find creative and productive ways to solve problems, innovate, and engage our work and lives more fully. *Stretch* shows why everyone—from executives to entrepreneurs, professionals to parents, athletes to artists—performs better with constraints; why seeking too many resources undermines our work and well-being; and why even those with a lot benefit from making the most out of a little. Drawing from examples in business, education, sports, medicine, and history, Scott Sonenshein advocates a powerful framework of resourcefulness that allows anybody to work and live better.

Reverse Innovation

Riding the Tiger

Jugaad Yatra

Why can some organizations innovate time and again, while most cannot? You might think the key to innovation is attracting exceptional creative talent. Or making the right investments. Or breaking down organizational silos. All of these things may help—but there's only one way to ensure sustained innovation: you need to lead it—and with a special kind of leadership. *Collective Genius* shows you how. Preeminent leadership scholar Linda Hill, along with former Pixar tech wizard Greg Brandeau, MIT researcher Emily Truelove, and *Being the Boss* coauthor Kent Lineback, found among leaders a widely shared, and mistaken, assumption: that a “good” leader in all other respects would also be an effective leader of innovation. The truth is, leading innovation takes a distinctive kind of leadership, one that unleashes and harnesses the “collective genius” of the people in the organization. Using vivid stories of individual leaders at companies like Volkswagen, Google, eBay, and Pfizer, as well as nonprofits and international government agencies, the authors show how successful leaders of innovation don't create a vision and try to make innovation happen themselves. Rather, they create and sustain a culture where innovation is allowed to happen again and again—an environment where people are both willing and able to do the hard work that innovative problem solving requires. *Collective Genius* will not only inspire you; it will give you the concrete, practical guidance you need to build innovation into the fabric of your

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business.

Freakonomics

This book focuses on how companies are innovating with regard to the Bottom-of-the-Pyramid (BOP) – the lowest socio-economic segment, and the organizational conditions they need to be successful. The authors use several examples of disruptive innovations for this market, particularly in the Indian healthcare sector. Low-cost, specialty hospital chains like Aravind Eye Care and Narayana Hrudayalaya have brought down the cost of certain medical procedures significantly. The Indian conglomerate Tata Group and the American healthcare giant GE Healthcare have also developed affordable products targeted at the lowest-income segments in India. The authors present an in-depth analysis of these companies and present their insightful results on disruptive innovation and the ever-challenging BOP market.

Researching Open Innovation In Smes

Globalization has changed business the world over. Financial crises in the West and parts of Asia have triggered a search for new models and ways of doing business. South Asia offers a novel perspective on these issues, both from an intra-Asia and international standpoint. Globalization, Change and Learning in South Asia is an edited collection focussing on analysis and review of contemporary business practices in South Asia. This title shows the

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importance of South Asia to business and management research, and the practice of business, highlighting the role of extensive learning in addressing the slew of challenges presented by globalization. An introduction by the editors highlights socio-economic aspects of South Asia to establish its relevance in the global economy. Six chapters then cover: gender issues, diaspora as catalysts of knowledge flows, anatomy of corruption, evolving nature of management and culture; corporate social responsibility perspectives, and the growth of frugal innovation practice in South Asia. Captures a balanced view of how organizations and leaders are coping with the pressures of globalization Identifies both challenges and notable practices facing organizations Provides a useful template for companies managing change within South Asia and other emerging economies

Frugal Innovation and the New Product Development Process

This text was developed as a book aimed at surgeons and allied health professionals that provides an introduction to the unmet needs , epidemiological, socioeconomic and even political factors that frame Global Surgery. Following upon an understanding of these issues, the text is a practical guide that enables the reader on several levels: to work cross culturally , build relationships and negotiate the logistical challenges of bringing surgical care to low resource settings; to develop an approach to the management of various clinical conditions that would be unfamiliar

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to most “western” surgeons. Global Surgery is a recently coined term that encompasses many potential meanings. Most would agree that it focuses on the growing recognition of the crisis of access to quality surgical care in low resource settings. Such scenarios exist on every continent. Increasingly surgeons, allied health professionals (NGO), Public Health / Health Policy professionals as well as governmental and non-governmental organizations are engaging in this field. Many surgeons have an interest in Global Health and a desire to become involved but feel ill equipped to do so and unsure where to start. Global Surgery: The Essentials serves as a ready resource to equip surgeons to manage clinical scenarios that lie beyond the scope of their training or current practice but that they would reasonably be expected to encounter in the field.

Doughnut Economics

Jugaad Innovation

This book focuses on how companies are innovating with regard to the Bottom-of-the-Pyramid (BOP) – the lowest socio-economic segment, and the organizational conditions they need to be successful. The authors use several examples of disruptive innovations for this market, particularly in the Indian healthcare sector. Low-cost, specialty hospital chains like Aravind Eye Care and Narayana Hrudayalaya have brought down the cost of certain medical procedures significantly. The Indian conglomerate

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Tata Group and the American healthcare giant GE Healthcare have also developed affordable products targeted at the lowest-income segments in India. The authors present an in-depth analysis of these companies and present their insightful results on disruptive innovation and the ever-challenging BOP market.

Frugal Innovation

In light of growing discourse on 'frugal innovation', this book offers novel approaches to innovation based on extensive empirical research. The study complements a decade of scholarly attention on frugal innovation by taking a research-based approach to innovation in resource-scarce and complex institutional contexts. The findings suggest that concepts such as frugal, reverse, jugaad, social, grassroots and inclusive innovation in fact represent heterogeneous assemblies of innovation for social, environmental and economic value. The conceptual framework invites attention to more plural sources and elements in the study of models of innovation to inspire further research in the fields of strategy, innovation, entrepreneurship, economic sociology and development studies. The design framework offers models, metrics and competencies for practitioners and policymakers to identify, evaluate and design frugal innovations. The comprehensive view of frugal innovation demonstrates how firms can implement globally competitive strategies by pursuing innovation for humanity to improve lives for everyone, everywhere.

The Frugal Innovator

Discover eight dynamic principles to help innovation flourish from within. The shelf life of well-established companies keeps shrinking as new entrants replace old ones in rapid succession. Even brands that seemed invincible only a few years ago are in danger of being disrupted by fast-moving startups. In this unprecedented environment, how can any business stay ahead of the market? Companies can no longer assume innovation will “just happen”—it must be seeded, grown, and successfully harvested. They must disrupt themselves. In *Disrupt-It-Yourself*, bestselling author and innovation expert Simone Ahuja guides readers through the DIY (Disrupt-It-Yourself) system that will sustain innovation and retain DIYers, the employees—or intrapreneurs—most committed to solving the problems of the future, even if it means moving far beyond “business as usual.” Based on her experience working with Fortune 500 companies and extensive research, Ahuja identifies the intrapreneurial archetype and presents eight new principles to foster a DIY mindset and action plan. In a clear, concise style with expert advice and real-world examples, this book provides a new lens to help companies become faster and more fluid, offers easy options to tailor the system to each company’s unique circumstances, and presents strategic lessons—from Keep It Frugal to Make It Permission-less—that open up the full spectrum of innovation and make it sustainable. Using the DIY approach, organizations can build their ability to innovate and create an approach for growth that harnesses the creativity and

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knowledge of employees at every level.

Globalization, Change and Learning in South Asia

TRY (FREE for 14 days), OR RENT this title: www.wileystudentchoice.com Successful entrepreneurship requires a specialized mix of innovation, drive, business acumen, and communication; an entrepreneur sees the potential and pitfalls in any idea, and understands the product, the market, and the business climate well enough to make smart decisions for the venture. This book is designed to go beyond the nuts and bolts of entrepreneurship and help students develop the critical foundation referred to as “entrepreneurial thinking.” Organized to align with the typical flow of development, the text allows students to develop their own ideas alongside each lesson. Coverage of goals, opportunities, and resources includes detailed discussion of venture funding, financial resources, and the relationships needed to get an idea off of the ground; subsequent chapters include clear guidance on keeping the momentum going through product development, enterprise growth, value creation, and the evolution of the business model. Based on the latest research and providing a truly global perspective, this book gives students a comprehensive, real-world foundation in entrepreneurship today.

Frugal Innovation in Bioengineering for the Detection of Infectious Diseases

What Pathways Lead to Frugal Innovation? : Some Insights on Modes & Routines of Frugal, Technical Inventions Based on an Analysis of Patent Data in German Auto Components Industry

Large technological systems, such as seaports, nuclear power stations, wind farms and natural gas extraction, provide vital functions for society. And yet these large technological systems have an impact on different stakeholder groups in both positive and negative ways. This book defines responsible innovation and describes how both the innovation process and the resulting innovation outcome can be designed, created and implemented in a way that respects the various stakeholder groups involved and affected by the system. Taking a case-based approach, a number of large technological systems are profiled, including hydraulic engineering, nuclear energy, smart metering, and wind power. The values of each of the stakeholder groups, and the costs and benefits of the systems presented, are analysed. The book concludes by combining these insights to provide a framework for how responsible innovation of large technological systems can be implemented in practice. The book will be of particular interest to undergraduate and postgraduate students and researchers in technology and innovation management, and corporate governance, CSR and business ethics.

The Local Economy Solution

Which is more dangerous, a gun or a swimming pool? What do schoolteachers and sumo wrestlers have in common? How much do parents really matter? These may not sound like typical questions for an economist to ask. But Steven D. Levitt is not a typical economist. He studies the riddles of everyday life--from cheating and crime to parenting and sports--and reaches conclusions that turn conventional wisdom on its head. Freakonomics is a groundbreaking collaboration between Levitt and Stephen J. Dubner, an award-winning author and journalist. They set out to explore the inner workings of a crack gang, the truth about real estate agents, the secrets of the Ku Klux Klan, and much more. Through forceful storytelling and wry insight, they show that economics is, at root, the study of incentives--how people get what they want or need, especially when other people want or need the same thing.

Jugaad Innovation

From President Obama to Prime Minister Singh, Leaders worldwide now cite innovation as crucial to the future prospects of their respective nations and to global commerce in general. In *India Inside*, authors and respected London Business School professors Nirmalya Kumar and Phanish Puranam claim that the long-held monopoly on innovation by Western corporations is over---and that nations, policy makers, and organizations need to look East to a hidden movement that is changing how innovation happens.

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In *India Inside*, Kumar and Puranam deliver a wake-up call to thinkers and companies in the developed world, as well as to policy makers in India

Our Frugal Future

A Financial Times "Best Book of 2017: Economics" 800-CEO-Read "Best Business Book of 2017: Current Events & Public Affairs" Economics is the mother tongue of public policy. It dominates our decision-making for the future, guides multi-billion-dollar investments, and shapes our responses to climate change, inequality, and other environmental and social challenges that define our times. Pity then, or more like disaster, that its fundamental ideas are centuries out of date yet are still taught in college courses worldwide and still used to address critical issues in government and business alike. That's why it is time, says renegade economist Kate Raworth, to revise our economic thinking for the 21st century. In *Doughnut Economics*, she sets out seven key ways to fundamentally reframe our understanding of what economics is and does. Along the way, she points out how we can break our addiction to growth; redesign money, finance, and business to be in service to people; and create economies that are regenerative and distributive by design. Named after the now-iconic "doughnut" image that Raworth first drew to depict a sweet spot of human prosperity (an image that appealed to the Occupy Movement, the United Nations, eco-activists, and business leaders alike), *Doughnut Economics* offers a radically new compass for guiding global development, government policy,

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and corporate strategy, and sets new standards for what economic success looks like. Raworth handpicks the best emergent ideas—from ecological, behavioral, feminist, and institutional economics to complexity thinking and Earth-systems science—to address this question: How can we turn economies that need to grow, whether or not they make us thrive, into economies that make us thrive, whether or not they grow? Simple, playful, and eloquent, Doughnut Economics offers game-changing analysis and inspiration for a new generation of economic thinkers.

Stretch

How can one survive in a market which is volatile and uncertain? What strategies have worked and not worked in the past? What does it take to be successful in India? What are the successful strategies applied by the likes of HUL, Godrej, Adani Ports and redBus? So what does it take to Ride the Tiger? Sound flexible strategy, operational excellence and dedication to customer-centric innovation. But what does that really mean? How have successful Indian companies managed challenges in an extremely price-sensitive market? In this book, Wilfried Aulbur and Amit Kapoor look at successful, and sometimes not-so-successful, strategies, operations and innovations in India. They have distilled lessons from their decades of practical work experience in the country. From large family conglomerates like Tata and Godrej to newer additions like Adani, from MNCs like Maruti Suzuki to start-ups in Bangalore and Gurgaon—the book explores key learnings from all four kinds of

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companies in an Indian context and provides useful insights into how business is done in India.

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