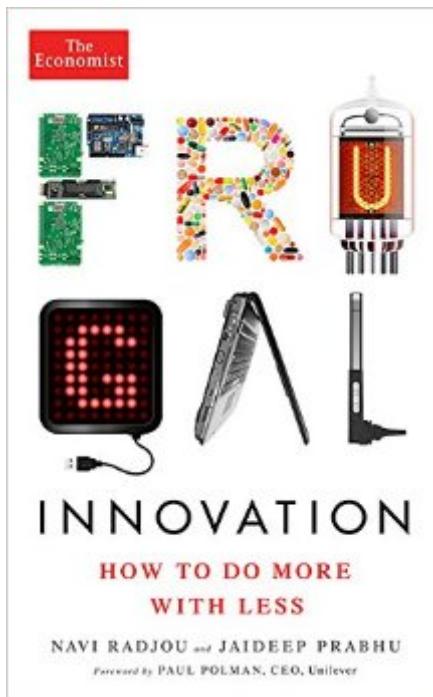


The book was found

Frugal Innovation: How To Do More With Less (Economist Books)



Synopsis

Winner of the CMI Management Book of the Year 2016Frugal 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 productsHow to change the corporate culture to become more frugal

Book Information

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Customer Reviews

Some frightening statisticsWe were very taken by a book called "Leading from the emerging future", which starts with some frightening statistics (with "Frugal innovation" adding a few):We leave an ecologic footprint of 1.5 planetsFood prices are expected to double by 2030In USA 1% owns more than the entire bottom 90%25% of kids in the USA live in poverty90% of new

cancers are caused by lifestyle and environmental factors The US healthcare wastes 600 billion a year In 2000 twice as many people died of suicide as died in wars There are 200 million people unemployed going to 600,000, most of them youth Every one in five people lacks access to safe drinking water One third of our soil has eroded and has become unproductive 90% of industrial production in health sector concentrate on diseases that are lifestyle driven 125 million phones end up in landfills every year The life cycle of US buildings accounts for nearly 40% of all energy use, 72% of electricity consumption, 14% of potable water use, nearly 40% of CO2 emissions and 30% of waste output 2/3 of carbon emission happens at the end of the food chain (that is you and me) System break down The conclusion of "Leading from the emerging future" is that the current economic system has failed us and we need to move to an economy or business 4.0 model. Frugal innovation That is why "Frugal Innovation" is such an interesting book. Doing more with less. Real quality, real value and real purpose. In the developed world people are becoming not only more value conscious but also more values conscious.

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