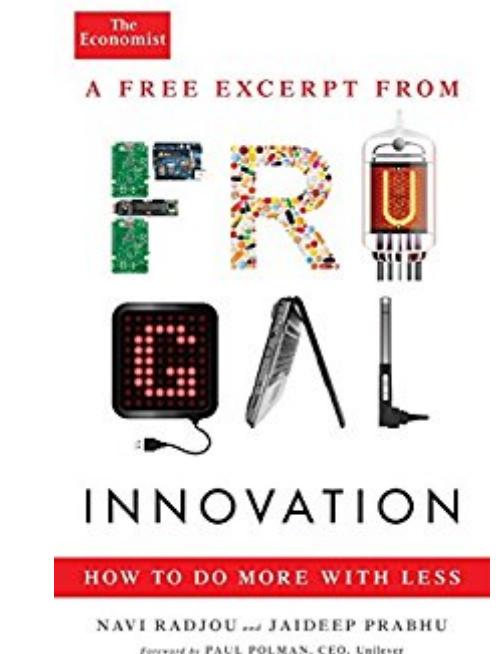


The book was found

Frugal Innovation (e-short): How To Do More With Less



Synopsis

This free e-short excerpt from *Frugal Innovation: How to Do More with Less* includes the foreword by Unilever's CEO Paul Polman, the preface, a detailed case study on Aetna, a leading US health insurance company, and the conclusion from the book. Long practiced in resource-constrained emerging markets, frugal innovation is now being adopted in developed economies by pioneers like Unilever and Aetna to serve the needs of cost-conscious and environmentally-aware consumers in the US and Europe. With an estimated trillion-dollar global market for frugal products, and with potentially huge cost savings to be gained, frugal innovation has begun to revolutionize business and to reshape management thinking worldwide. The complete edition of *Frugal Innovation* is available in paperback and ebook wherever books are sold.

Book Information

File Size: 537 KB

Print Length: 35 pages

Publisher: The Economist (February 24, 2015)

Publication Date: February 24, 2015

Sold by: Hachette Book Group

Language: English

ASIN: B00TZ7YLEA

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #37,487 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #13 in Books > Business & Money > Processes & Infrastructure > Research & Development #14 in Kindle Store > Kindle Short Reads > One hour (33-43 pages) > Business & Money #14 in Kindle Store > Kindle eBooks > Business & Money > Education & Reference > Education

Customer Reviews

In "Frugal Innovation," Authors Navi Radjou and Jaideep Prabhu expand on the concepts introduced in their first successful book, "Jugaad Innovation", and tease out a detailed roadmap for competing in an emerging global marketplace - one that demands speed and productivity by doing more with less, while creating sustainable value and reducing one's environmental footprint. The

authors are keen observers of the "frugal" innovation movement and have organized this book around their "Six Frugal Principles":1. Engage and iterate. Start with the customer, observe, pivot, and engage in a rapid iterative product or service development process.2. Flex your assets. How to meet the growing demand for tailored products and services where and when they are wanted.3. Create sustainable solutions. Companies can develop waste-free and self-sustaining product solutions that benefit both businesses and the environment.4. Shape consumer behavior. Companies can influence consumers into behaving differently and feeling richer while consuming less.5. Co-create value with prosumers. Consumers, especially the tech-savvy millennials, are evolving from passive individual users into communities of empowered "prosumers," who collectively design, create, and share the products and services they want.6. Make innovative friends. Collaboration with external partners can facilitate lean, flexibility, and speed to market."Frugal" is a contrarian approach to the ways companies organize today for innovation. Success requires cultural change for organizations committed to success in this new, highly demanding environment. Radjou and Prabhu address this by outlining the path to a frugal culture.

[Download to continue reading...](#)

Frugal Living: 55 Tips to Save Money! Enjoy Living on a Budget, Become Debt Free, and Have Complete Financial Independence (Frugal Living Books, frugal living for dummies, frugal living made simple) Frugal Innovation (e-short): How to do more with less Frugal Innovation: How to do more with less (Economist Books) Living Frugally: 55 Perfect Methods to Save Money and Live a Happy Life Without Debts. (Living Frugally, frugal living, frugal suggestions) Frugal Business Owner's Guide to DIY Local SEO: How You Can Generate More Leads and Get More Customers without Breaking the Bank The Tapping Solution for Weight Loss & Body Confidence: A Woman's Guide to Stressing Less, Weighing Less, and Loving More The Innovation Expedition: A Visual Toolkit to Start Innovation The Life Science Innovation Roadmap: Bioscience Innovation Assessment, Planning, Strategy, Execution, and Implementation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Sustainable Innovation: Build Your Company's Capacity to Change the World (Innovation and Technology in the World E) Motorcycles (21st Century Skills Innovation Library: Innovation in Transportation) The Frugal Gourmet Celebrates Christmas I CAN CAN RELISHES, Salsa, Sauces & Chutney!!: How to make relishes, salsa, sauces, and chutney with quick, easy heirloom recipes from around the ... (I CAN CAN Frugal Living Series) (Volume 3) The Frugal Gourmet Little House Living: The Make-Your-Own Guide to a Frugal, Simple, and Self-Sufficient Life Baking Soda: Over 500 Fabulous, Fun, and

Frugal Uses You've Probably Never Thought Of Frugal Woodturner, The: Make and Modify All the Tools and Equipment You Need Your \$1500 Frugal Wedding: A Simple Guide to Getting What You Want - From Touching Ceremony to Fun Getaway (The Smart Wedding Planning Guide Series) DIY Projects: Save Time & Money Maintaining Your Home With Simple DIY Household Hacks, Home Remedies: Increase Productivity & Save Time with Frugal Living ... And Organizing, Increase Productivity) 100 Frugal Living Tips: Live Frugally and Save Money on Everything

[Dmca](#)