

## Frugal Innovation Eshort How To Do More With Less

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Frugal Innovation is a book that offers a lot of inspiration to western companies on how not only to survive, but also to outperform in times of economic recession and limited resources. The book is an excellent follow up from the authors' first book "Jugaad Innovation" in which they offer insightful lessons learned from entrepreneurs who ...

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Frugal innovation needs to be complemented by business system innovation Yet, developing an innovative product at price points that customers can afford is not enough. In order to be profitable in emerging markets, companies need to secure high volumes, but they can only achieve this if they change their business model to reach these customers and find ways of compensating for the weak institutions.

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Frugal Innovation: How to do more with less. Navi Radjou, Jaideep Prabhu, The Economist, Paul Polman. 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.

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