



# Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth

*Navi Radjou, Jaideep Prabhu, Simone Ahuja*

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"*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 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.

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