

Frugal Innovation: How to Do Better with Less (Paperback)



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Reviews

It is great and fantastic. I actually have read and so i am certain that i am going to going to go through once again yet again in the future. I realized this ebook from my dad and i encouraged this book to find out.

(Dr. Kayden Gerlach)

FRUGAL INNOVATION: HOW TO DO BETTER WITH LESS (PAPERBACK)



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Profile Books Ltd, United Kingdom, 2016. Paperback. Book Condition: New. Main. 200 x 130 mm. Language: English . Brand New Book. With a Foreword by Paul Polman, CEO, Unilever. Frugal innovation is a way that companies can develop high-quality products and create more value with limited resources. In today's cost-constrained environment, companies in the developed economies are seeking new routes to long-term business success - while also appealing to cost-conscious and environmentally-aware consumers. With an estimated trillion-dollar global market for sustainable products, and with potentially huge cost savings to be gained, frugal innovation is revolutionising business and reshaping management thinking. This seminal book gives an overview of the principles, perspectives and techniques behind frugal innovation, connecting with key contemporary business concepts such as the sharing and circular economies and the maker movement. It offers a blueprint for leaders and managers in companies of all sizes and across all sectors on how to profit from doing business frugally. Based on the authors six key principles of frugal innovation, and packed with targeted advice and recommendations for business functions such as RD, operations, HR and sales, Frugal Innovation is a masterclass in the art of doing more with less.



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