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Frugal Innovation (e-short): How to do more with less

Navi Radjou, Jaideep Prabhu

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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.

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