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FRUGAL INNOVATION: HOW TO DO BETTER WITH LESS



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...

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- Released at 2016



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