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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Chapter 1 India's Emergence as a Lead Market for Frugal Innovations: An Introduction to the Theme and to the Contributed Volume -- Chapter 2 Frugal Innovation: An Assessment of Scholarly Discourse, Trends and Potential Societal Implications -- Chapter 3 Frugality in Indian Context: What Makes India a Lead Market for Affordable Excellence? -- Chapter 4 Emerging Patterns of Grassroots Innovations: Results of a Conceptual Study Based on Selected Cases from India -- Chapter 5 Consumer Innovation in the poor versus rich world – Some Differences and Similarities -- Chapter 6 Lessons from low-cost healthcare innovations for the Base-of the Pyramid markets: How incumbents can systematically create disruptive innovations -- Chapter 7 Developing Frugal Innovations with Inventive Analogies: Preliminary

Evidence from Innovations in India -- Chapter 8 Made in India for the World: An Empirical Investigation into Novelty and Nature of Innovations -- Chapter 9 India's Electronic Voting Machines: Social Construction of a Controversy Surrounding a Frugal Innovation -- Chapter 10 Renewable Energy in India: Policies, Trends and Foreign Direct Investments in Research and Development -- Chapter 11 Commercial Vehicle Industry in India: An Investigation of the Innovation and Business Trends (2000-2015).

Sommario/riassunto

India is still perceived by some as a developing country that has yet to create world-class products of its own. However, this book shows that in recent years India has emerged as a lead market for frugality-driven innovations that are affordable, robust and successful even outside its geographic boundaries. Many global companies have recognized these changes and are ramping up their local R&D capabilities. At the same time, several Indian firms are venturing out to international shores and gaining access to new markets. Using a top-down approach, the book takes a closer look at systems of innovation at work and presents examples of successful, corporate innovations in multiple industries and their contextual conditions.
