



# 8 Steps To Innovation : Going From Jugaad To Excellence

*Rishiksha T.Krishnan, Vinay Dabholkar*

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Innovation need not only be jugaad. For the first time a book shows us how in India, innovation can be introduced in ones organization in a systematic, deliberate way.

8 Steps to Innovation explains how you can do this by building an idea pipeline in your organization, improving the velocity of ideas coming in, and implementing the ideas within the given constraints. All this is shown through nice, snappy examples, mostly homegrown Indian ones. Few books in the market talk about innovation in the Indian context with Indian examples as this one does.

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