In light of growing discourse on ‘frugal innovation’, this book offers novel approaches to innovation based on extensive empirical research. The study complements a decade of scholarly attention on frugal innovation by taking a research-based approach to innovation in resource-scarce and complex institutional contexts. The findings suggest that concepts such as frugal, reverse, jugaad, social, grassroots and inclusive innovation in fact represent heterogeneous assemblies of innovation for social, environmental and economic value. The conceptual framework invites attention to more plural sources and elements in the study of models of innovation to inspire further research in the fields of strategy, innovation, entrepreneurship, economic sociology and development studies. The design framework offers models, metrics and competencies for practitioners and policymakers to identify, evaluate and design frugal innovations. The comprehensive view of frugal innovation demonstrates how firms can implement globally competitive strategies by pursuing innovation for humanity to improve lives for everyone, everywhere.

Foreword by Anita McGahan, Rotman Chair in Management and Professor of Strategic Management at Rotman School of Management, University of Toronto.


Part III. Tools for Practice and Research; Toolkit to Identify and Categorise Frugal Innovations, Lessons from the Frugal Innovation Lab, Detailed Research Methodology and Design; References; Bibliography of Frugal Innovation.

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