

Frugal Innovation in Entrepreneurship

Part of the Advances in Business Strategy and Competitive Advantage Book Series

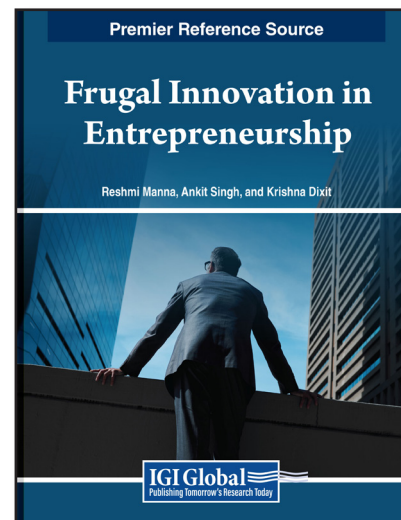
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Description:

Entrepreneurs face numerous challenges in today's rapidly evolving business landscape, including limited resources, uncertain markets, and increasing competition. Conventional approaches to innovation often require substantial investments and advanced technology, making them inaccessible to many entrepreneurs, particularly those in developing nations. This disparity in access to innovation tools and strategies can hinder the growth and success of small and medium-sized enterprises (SMEs) worldwide.

Frugal Innovation in Entrepreneurship offers a compelling solution to this problem through a strategic approach that emphasizes doing more with less. By optimizing efficiency and focusing on accessibility, affordability, and simplicity, frugal innovation enables entrepreneurs to overcome resource constraints and seize opportunities in challenging environments. The book comprehensively examines frugal innovation ideas and their practical applications, offering insights from successful case studies, empirical research, a meta-analysis of prior literature, and theoretical underpinnings.

Frugal Innovation in Entrepreneurship is a valuable resource for entrepreneurs, policymakers, practitioners, and researchers seeking to understand and capitalize on the advantages of frugality in entrepreneurial environments. It aims to democratize innovation, making it available to a broader range of entrepreneurs, especially those in developing nations. By providing actionable insights and practical guidance, **Frugal Innovation in Entrepreneurship** contributes to the ongoing discussion on frugal innovation and its role in promoting sustainable entrepreneurship worldwide.



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