CONTENTS

Foreword
by Kevin Roberts
CEO Worldwide, Saatchi & Saatchi ix

1 Jugaad: A Breakthrough Growth Strategy 1
2 Principle One: Seek Opportunity in Adversity 29
3 Principle Two: Do More with Less 57
4 Principle Three: Think and Act Flexibly 85
5 Principle Four: Keep It Simple 109
6 Principle Five: Include the Margin 131
7 Principle Six: Follow Your Heart 159
8 Integrating Jugaad into Your Organization 181
9 Building Jugaad Nations 201

Notes 229
Acknowledgments 259
About the Authors 261
Index 265