

CONTENTS

<i>Foreword</i>	<i>ix</i>
<i>by Kevin Roberts</i> <i>CEO Worldwide, Saatchi & Saatchi</i>	
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
<i>Notes</i>	229
<i>Acknowledgments</i>	259
<i>About the Authors</i>	261
<i>Index</i>	265