

(Read now) Frugal Innovation in Healthcare: How Targeting Low-Income Markets Leads to Disruptive Innovation (India Studies in Business and Economics)

Frugal Innovation in Healthcare: How Targeting Low-Income Markets Leads to Disruptive Innovation (India Studies in Business and Economics)

Aditi Ramdorai, Cornelius Herstatt
*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



READ ONLINE

#2384125 in eBooks 2015-04-29 2015-04-29 File Name: B00WW41XJO | File size: 65.Mb

Aditi Ramdorai, Cornelius Herstatt : Frugal Innovation in Healthcare: How Targeting Low-Income Markets Leads to Disruptive Innovation (India Studies in Business and Economics) before purchasing it in order to gage whether or not it would be worth my time, and all praised Frugal Innovation in Healthcare: How Targeting Low-

Income Markets Leads to Disruptive Innovation (India Studies in Business and Economics):

This book focuses on how companies are innovating with regard to the Bottom-of-the-Pyramid (BOP) minus; the lowest socio-economic segment, and the organizational conditions they need to be successful. The authors use several examples of disruptive innovations for this market, particularly in the Indian healthcare sector. Low-cost, specialty hospital chains like Aravind Eye Care and Narayana Hrudayalaya have brought down the cost of certain medical procedures significantly. The Indian conglomerate Tata Group and the American healthcare giant GE Healthcare have also developed affordable products targeted at the lowest-income segments in India. The authors present an in-depth analysis of these companies and present their insightful results on disruptive innovation and the ever-challenging BOP market.

From the Back Cover This book focuses on how companies are innovating with regard to the Bottom-of-the-Pyramid (BOP) - the lowest socio-economic segment, and the organizational conditions they need to be successful. The authors use several examples of disruptive innovations for this market, particularly in the Indian healthcare sector. Low-cost, specialty hospital chains like Aravind Eye Care and Narayana Hrudayalaya have brought down the cost of certain medical procedures significantly. The Indian conglomerate Tata Group and the American healthcare giant GE Healthcare have also developed affordable products targeted at the lowest-income segments in India. The authors present an in-depth analysis of these companies and present their insightful results on disruptive innovation and the ever-challenging BOP market.