

Crooked Mind: Creating an Innovative Society

Kiran Karnik

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CROOKED MINDS



CREATING AN
INNOVATIVE
SOCIETY



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Kiran Karnik : Crooked Mind: Creating an Innovative Society before purchasing it in order to gauge whether or not it would be worth my time, and all praised Crooked Mind: Creating an Innovative Society:

Innovation is now a key goal for organizations and governments, a sure recipe for growth, success and often, survival. But what is innovation? Is it the same as improvisation? And how does jugaad fit into the definition of innovation? Innovation ranges from invention based on cutting-edge technological research to the makeshift jugaad vehicle; from new products to improvisations in music. It has different facets, depending upon one's perspective, rather like the

fable of the five blind men and the elephant, each of whom draws his own conclusion depending upon the part of the elephant he touches. This book looks at the idea of innovation, its relevance for companies in today's day and age, whether innovation leads to concrete benefits or not, and why it is necessary for organizations, governments and even individuals to constantly innovate.