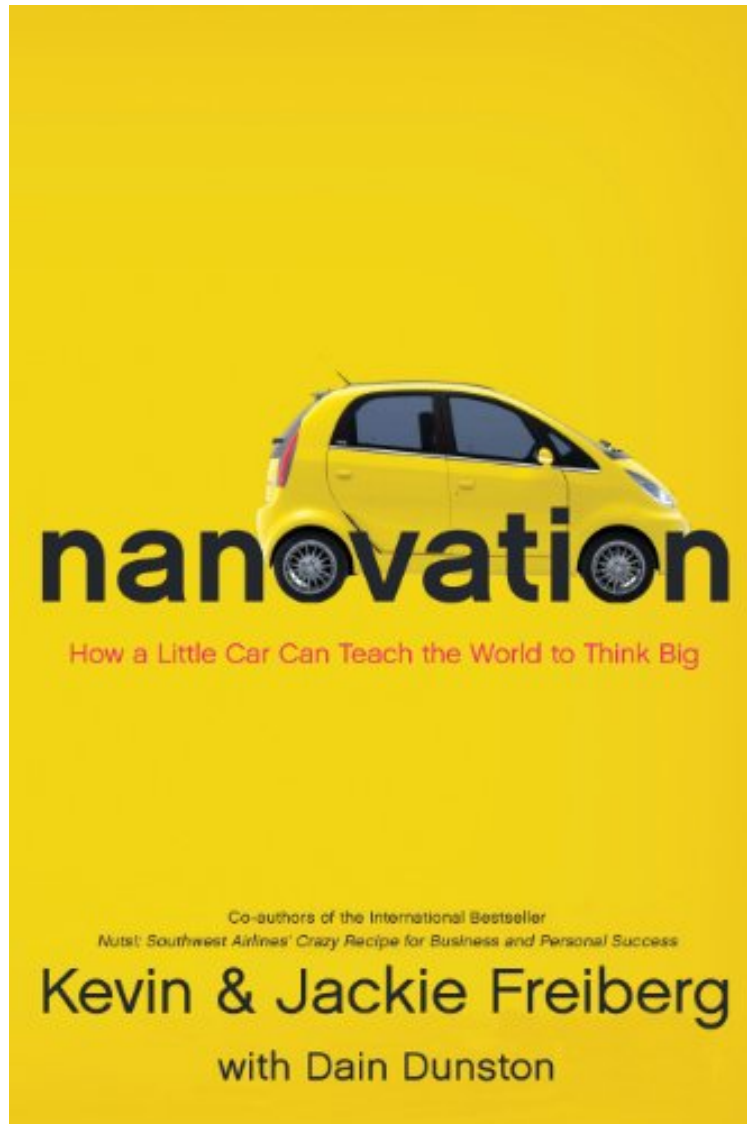


(Download free ebook) Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold

Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold

Kevin Freiberg, Jackie Freiberg, Dain Dunston
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Kevin Freiberg, Jackie Freiberg, Dain Dunston : Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold before purchasing it in order to gauge whether or not it would be worth my time, and all praised Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold:

0 of 0 people found the following review helpful. Fascinating, but would have benefitted from more aggressive editing. By B. Makepeace This book looks at the motivation, culture, and ingenuity behind bringing the Nano to market in India. The design, manufacturing, and sales processes are all discussed in enough detail to be interesting, but not so

much as to require the reader to be an expert in any of the above in order to be able to understand the struggles and glean lessons. I suspect that the authors paint an overly rosy picture of Tata and his company, but this appears to be out of a desire to emphasize the good rather than an intent to mislead. I don't think that this bias hurts their conclusions. I work for a company that requires constant innovation in order to survive, and I saw much value in the argument that creativity is encouraged in an environment where allowing employees have the freedom to fail. Its accessible writing style and many pictures make it a quick read, despite being a hefty 500 pages. The book's biggest fault is that it tries to turn every chapter of the Nano saga into a nice, neat moral lesson. By the end of the book, these lessons seem predictable and lengthy. Had they been more concise, the book could have been slimmed down by 100 pages or more without losing any discussion. Overall, the story is interesting. The book is worth the read, especially for anyone interested in fostering creative thinking in a corporate environment.

0 of 0 people found the following review helpful.

Nanovation By L. David Sloane "Nanovation is an impossible dream in the service of a cause."Kevin Jackie Freiberg. On its surface this narrative is about the creativity and perseverance required to develop a people's car in India. More importantly it is the description and elaboration of a process, a process that we all need to master if we are to sustain human existence on this small planet. We are all creative. We have concepts and ideas chattering in our brains, but we need them reduced to the written word in order to provide clarity and focus. The Freibergs have done this for us. They tell us to determine human needs. Define problems. Develop creative goals. Be passionate. Anticipate Resistance. Persevere. Practice empathy, and beware of elegance and dignity. While these concepts may appear self-evident, they seem to have eluded the majority of our citizens. They tell us about a corporation with soul, a business entity that possesses the leadership and the foresight to function in the same manner as an intelligent, caring human being. They remind us that profit and human prosperity can and should be compatible. They provide a blueprint for meaningful corporate endeavor. They point out that Nanovation is also a methodology to resolve individual and collective social problems. It is applicable to a broad spectrum of human concerns. It is essentially the way in which a popular movement or revolution takes shape. It can provide power for the populace. Modern technology has done wonders to provide us with preliminary information. We see homes we covet, trips that we would enjoy and books that we would read. Yet, these items continue to be one dimensional until we actually experience them. As one who has experienced Nanovation, I encourage you to take an informative and motivational ride in the Nano, a vehicle for human progress.

0 of 0 people found the following review helpful. Interesting but albeit long-winded

By Brian Chandra The content is very interesting but the authors may have erred slightly on the long-winded side, trying to explain more than is needed to get a point across. An easy read but you definitely need to have patience to go through plots within sub-plots within sub-plots. I am probably biased because a lot of the concepts here have been thoroughly explained in many (brand and marketing) books before so I get kind of agitated when the authors try over and over again trying to hit a point with multiple stories and multiple points that all seem to familiar. But all in all, definitely a good read, got some good insights and learning from it.

Do you have the eyes, the ears, and the hands to be a Nanovator? You're about to find out. In India, entire families?too poor to afford a car?crowd onto a single motor scooter every day to brave the tangled traffic lurching through the streets. One evening Tata Motor's venerable chairman Ratan Tata witnessed something on those rain-soaked streets that both horrified him and birthed a dream: an overloaded scooter lost traction in a busy intersection and sent several members of the family tumbling across the pavement. In that moment Nanovation took root in Tata's imagination. The very idea was supposed to be impossible. A safe and appealing family car for the price of a motor scooter? The experts dismissed it. But Ratan Tata was undeterred. When budget constraints, design restrictions, the rising costs of materials, and political agitation threatened to derail the project, Team Nano pressed on. This is the story of how, in the face of insurmountable odds, Tata Motors created one of the greatest innovations in the auto industry since Model-T. Nanovation has disrupted an entire industry and changed the game for India forever. Imagine what it can do for your business. Is your company changing the way society functions? What's your Nanovative idea? It's time to get moving! Warning! Don't read this book unless you are ready to challenge management dogma, taken-for-granted assumptions, and outdated systems by asking "what if?" and "why not?" to some of your industry's toughest questions. But, if you're ready to revolutionize the products you make, the processes you use, and the companies you build, pull up a seat at the drafting table with the creators of the Nano, the most important car to roll off the assembly line in decades. Discover the thinking that bred their ingenuity and the leadership that encouraged them to overcome adversity, to take risks despite their fear of failure, and to innovate beyond their customer's wildest expectations. Endorsements: "If you're interested in stoking the fires of innovation and making a profit while making a difference, Nanovation is a must read." ?Indra K. Nooyi, chairman and CEO, PepsiCo "The Freiberg's deep dive into a company that transformed an entire industry is loaded with hands-on-advice- and a warning not to downsize your dreams!"- Gary Kelly, chairman, president and CEO, Southwest Airlines "Nanovation is for leaders who want to leave a lasting legacy in the world." ?Chris Connor, chairman and CEO, Shermin-Williams Company "Read Nanovation and learn what you can do to create an innovative culture in your organization." ?Ken Blanchard, co-author One Minute Manager, Full Steam Ahead, and Lead with LUV "Nanovation is a must read for any leader." ?Eric Danziger, CEO,

Wyndham Hotel Group "Nanovation is for leaders who want to shake it up." ?Bruce Bochy, manager, 2010 World Champion San Francisco Giants "Vibrant and energetic, the passion of the authors reflects that of the innovators it chronicles...A practical guide for creating a radical culture of innovation." ?N.R. Narayana Murthy, founder-chairman and chief mentor, Infosys Ltd.

About the Author Drs. Kevin and Jackie Freiberg are the authors of NUTS! Southwest Airlines's Crazy Recipe for Business and Personal Success, an international bestseller, and Boom! 7 Choices for Blowing the Doors Off Business-As-Usual. The Freibergs have a global consultancy that equips leaders for a world of change. They have been interviewed by CBS's 60 Minutes and appeared on CNBC and the CBS Morning News. Their articles have been published in the Wall Street Journal, Business Week, India's Economic Times, and USA Today. Dain Dunston helps some of the world's smartest companies build cultures of innovation. For more than 25 years, he's coached leaders on how to communicate with their people to build teams that are branded to the bone. Dain has worked with leaders in many of the world's top automotive, high-tech, health care, retail, and hospitality companies—IBM, Lilly, Bayer, Office Depot, Sherwin-Williams, Carlson, BMW and Audi—helping them link purpose to performance, inspiring game-changing breakthroughs and building great brands.