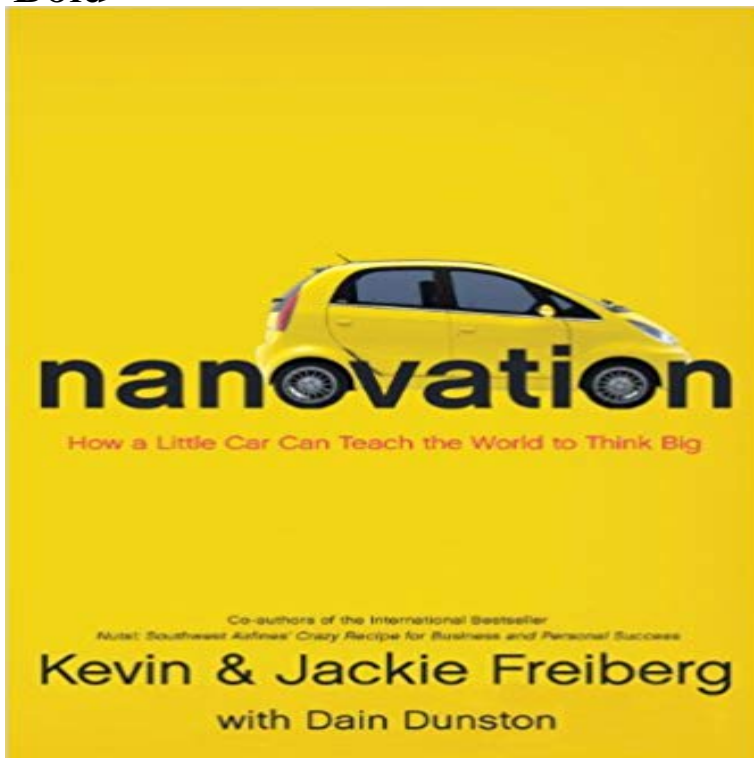


# Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold



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 Motors' 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 Don't read this book unless you are ready to challenge management dogma, taken-for-granted assumptions, and outdated systems by asking what if?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 customers 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 Freibergs 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.

Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold Kevin Freiberg, Jackie Freiberg, Dain Dunston ISBN: 978159555250How a Little Car Can Teach the World to Think Big and Act Bold NANOVIATION concludes with eight transferable rules for driving innovation in any businessBuy Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold by (ISBN: 8601421548267) from Amazons Book Store. Everyday low pricesNanovation: How a Little Car Can Teach the World to Think Big and Act Bold. by. Kevin Freiberg (Goodreads Author), Jackie Freiberg (Goodreads Author).Nanovation : how a little car can teach the world to think big and act bold / Kevin & Jackie Freiberg, and Dain Dunston. Creator: Freiberg, Kevin,1958- FreibergNanovation: How a Little Car Can Teach the World to Think Big and Act Bold (English, Hardcover, Freiberg Kevin PhD PhD PhD PhD PhD PhD PhD PhD, DainNanovation:How a Little Car Can Teach the World to Think Big & Act Bold Freiberg Books, Comics & Magazines, Non-Fiction eBay!Read Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold book reviews & author details and more at . Free delivery onNanovation: How a Little Car Can Teach the World to Think Big. Front Cover. Kevin Freiberg. Penguin Books India, 2010 - Automobile industry and trade - 351Editorial Reviews. About the Author. Drs. Kevin and Jackie Freiberg are the authors of NUTS! Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold - Kindle edition by Kevin Freiberg, Jackie Freiberg, Dain Dunston.Listen to Nanovation: How a Little Car Can Teach the World to Think Big and Act Bold audiobook by Dain Dunston, Jackie Freiberg, Kevin Freiberg. Stream andIf you are winsome corroborating the ebook Nanovation: How A Little Car Can. Teach The World To Think Big And Act Bold in pdf coming, in that instrument.Currently unavailable.

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