

nanovation

Not just a small book about a small car...

**But a must-read account of a very
BIG idea!**

Authors of the International Bestseller
Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success

Kevin and Jackie Freiberg
and Dain Dunston



nanovation

How a Little Car Can Teach
the World to Think Big



With the Nano, Tata Motors created one of the greatest innovations in the automobile industry ever, in the face of seemingly insurmountable odds. If Team Nano could take 85 per cent of the cost out of a product as complex as a car, what can you do to transform your price-to-performance paradigm and deliver insanely great products and services at a fraction of their previous cost? Your future depends on creating a culture of innovation. **Nanovation** shows you how to do it.

The new book from internationally bestselling authors
Kevin & Jackie Freiberg (authors of *NUTS!*) and Dain Dunston



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