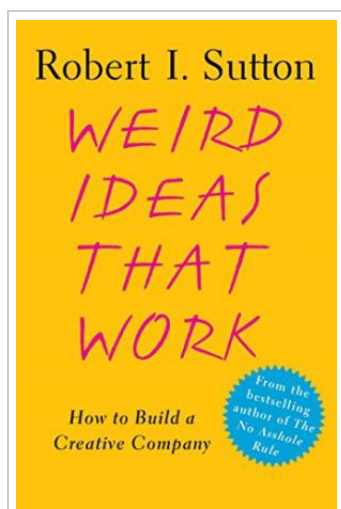



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Weird Ideas That Work: How to Build a Creative Company (Paperback)

By Robert I Sutton

SIMON SCHUSTER, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book. A breakthrough in management thinking, weird ideas can help every organization achieve a balance between sustaining performance and fostering new ideas. To succeed, you need to be both conventional and counterintuitive. Creativity, new ideas, innovation--in any age they are keys to success. Yet, as Stanford professor Robert Sutton explains, the standard rules of business behavior and management are precisely the opposite of what it takes to build an innovative company. We are told to hire people who will fit in; to train them extensively; and to work to instill a corporate culture in every employee. In fact, in order to foster creativity, we should hire misfits, goad them to fight, and pay them to defy convention and undermine the prevailing culture. Weird Ideas That Work codifies these and other proven counterintuitive ideas to help you turn your workplace from staid and safe to wild and woolly--and creative. In Weird Ideas That Work Sutton draws on extensive research in behavioral psychology to explain how innovation can be fostered in hiring, managing, and motivating people; building teams; making decisions; and interacting with outsiders. Business practices like hire people...



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