

Weird Ideas That Work How To Build A Creative Company Robert I Sutton

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Weird Ideas That Work How

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 who make you uncomfortable" and "reward success and failure, but punish inaction," strike many managers as strange or even downright wrong.

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Weird Ideas That Work: How to Build a Creative Company by ...

Weird Ideas That Work is filled with examples, drawn from hi- and low-tech industries, manufacturing and services, information and products. More than just a set of bizarre suggestions, it represents a breakthrough in management thinking: Sutton shows that the practices we need to sustain performance are in constant tension with those that ...

Weird Ideas That Work: How to Build a Creative Company by ...

"**Weird Ideas That Work**" works! This is one of the most compelling books I've read in a long time. Sutton manages not only to come up with ideas that seem weird at first glance, but to actually prove them useful and logical at the same time.

Weird Ideas That Work How to Build a Creative Company ...

Weird Ideas That Work examines how innovations come about in companies and how they can be fostered. The book also shows how creative tasks require a very different work ethic to performing routine tasks. The author cites various examples from the business world and the work of famous geniuses to explain his ideas.

Weird Ideas That Work by Robert I. Sutton

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20 Ridiculous Ideas Which Can Actually Work | Bored Panda

Ideas from "Weird Ideas That Work" Why Creativity and Innovation Suck. Posted Jul 05, 2010

Ideas from "Weird Ideas That Work" | Psychology Today

Weird Ideas of Business Creativity 1 Hire people who are "slow learners" - of the status quo. 11/2 Hire people who you dislike or feel uncomfortable about. 2 Hire people you probably don't even need yet. 3 Use job interviews to get ideas, not to screen candidates. 8 Think of some impractical things and then plan on doing them.

1 Practices for Promoting, Managing and Sustaining Innovation

Weird Ideas That Work is filled with examples, drawn from hi- and low-tech industries, manufacturing and services, information and products. More than just a set of bizarre suggestions, it represents a breakthrough in management thinking: Sutton shows that the practices we need to sustain performance are in

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constant tension with those that foster new ideas.

Weird Ideas That Work: How to Build a Creative Company

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Unique business ideas: mowing goats. Image (c) Jeff Foott / Getty Images. Google is surely the most famous user of mowing goats; it hires a herd of about 200 goats to mow fields around its California headquarters. But it's certainly not the only company to hire one of these unusual businesses.

Unique Business Ideas: Wacky Ways to Make Money

Weird Ideas That Work: How to Build a Creative Company is a book that feeds the soul with the unique and bizarre intonation. I like to call it the practice of positive deviance. Robert I. Sutton is a professor at Stanford University. He teaches in the areas of the psychology of business and management.

Weird Ideas That Work - Preach The Story

Weird Ideas That Work is filled with examples of each of Sutton's 11 1/2 practices, drawn from hi- and low-tech industries, manufacturing and services, information and products. More than just a set of bizarre suggestions, it represents a breakthrough in management thinking: Sutton shows that the practices we need to sustain performance are ...

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Weird Ideas That Work on Apple Books

This summary of the ideas from Robert Sutton's book "Weird Ideas that Work" shows that almost all highly creative companies do weird things and refuse to do the same as everyone else. By doing this, creative companies consistently develop new ways of thinking and acting.

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“A weird idea works because it trips discomfort,” says Sutton. “The idea is to flip from autopilot to mindful creation.” In conversations with Fast Company, Sutton discussed the ideas behind his...

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