

Weird Ideas That Work By Robert I. Sutton

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Review This is a wonderful but dangerous book. The 11 and 1/2 weird ideas it contains are terrific, exciting and slippery. Use them right and you could

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Abstract: In this interview Robert Sutton talks about some of the counterintuitive practices he believes spur innovation. He proposes that companies should adopt

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as Robert Sutton explains, the and can't afford to listen to all the reasons these weird ideas won't work. Sutton challenges traditional management

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Weird ideas that work: an interview with robert

Author(s): Alistair Davidson (This interview with Robert I. Sutton, author of *Weird Ideas That Work: 11 Practices for Promoting, Managing and Sustaining Innovation*)

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Aug 27, 2013 Sutton illustrates two examples from his book "*Weird Ideas that Work*." He encourages people to ignore and defy superiors and peers, and suggests trying to

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as Robert Sutton *Weird Ideas That Work* is The trick is to choose the right balance between conventional and "weird" -- and now, thanks to Robert Sutton

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