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Candies into Class!
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How~~

In *Weird Ideas That Work* Sutton draws on extensive research in behavioral psychology to explain how innovation

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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
examines how
innovations come about
in companies and how
they can be fostered. The
book also shows how
creative tasks require a

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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

Weird Ideas That Work
Quotes Showing 1-30 of
61. “ Support a few

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crackpots, heretics, and dreamers, especially if they are wildly optimistic about their ideas. ” .

Robert I. Sutton, *Weird Ideas That Work: 11 1/2 Practices for Promoting, Managing, and Sustaining Innovation*. 2 likes.

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Weird Ideas That Work:
How to Build a Creative
Company. By Robert I.
Sutton.

ISBN:978-0-7432-2788-9

(pbk) — Review by
Douglas Balzer. As a
resident of the metro area
of Portland Oregon,
there is an attraction to
the title of this book due
to the word Weird in its
title. The famous slogan
for Portland Oregon is

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“ Keep Portland
Weird. ”

To Build A

Creative
Weird Ideas That Work -

Preach The Story

In Company
Robert I Sutton
Work he draws on
extensive research in
behavioral psychology to
explain how innovation
can be fostered in hiring,
managing, and
motivating people;
building teams; making...

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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

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interviews to get ideas,
not to screen candidates.
8 Think of some
impractical things and
then plan on doing them.

Robert I Sutton

1 Practices for Promoting, Managing and Sustaining Innovation

In *Weird Ideas That
Work* Sutton draws on
extensive research in
behavioral psychology to

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even downright wrong.

[Amazon.com: Weird Ideas That Work: How to Build a Creative ...](#)

30 Weird And Awesome Invention Ideas Lina D.

BoredPanda staff The line between crazy and ingenious is often a very thin one, and sometimes ideas for inventions that sound great in your head should really only stay

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Invention Ideas | Bored

Panda
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

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a breakthrough in management thinking: Sutton shows that the practices we need to sustain performance are in constant tension with those that foster new ideas.

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Audible.ca. A
breakthrough in
management thinking,
'weird ideas' can help
every organisation
achieve a balance
between sustaining
performance and
fostering new ideas.
Creativity, new ideas,
innovation - in any age
they are keys to success.

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Yet, as Stanford Pro...

Livre audio Weird Ideas
that Work | Robert I.

Sutton ...

Among the weird ideas,
Sutton advocates changing
the approach to
recruitment - instead of
selecting 'clones',
deliberately bringing in
misfits - people who will
resist or be slow to
conform, who may be

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uncomfortable to
manage or to work with,
or even people who are
surplus to requirements.

Weird Ideas That Work:
Amazon.co.uk: Sutton,
Robert ...

This summary of the
ideas from Robert
Sutton ' s book “ Weird
Ideas that Work ” shows
that almost all highly
creative companies do

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weird things and refuse to do the same as everyone else. By doing this, creative companies consistently develop new ways of thinking and acting.

[Weird Ideas that Work](#)
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In *Weird Ideas That Work* Sutton draws on extensive research in

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“ weird ideas ” can help
every organization
achieve a balance
between sustaining
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