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But, actions that work really well to produce profit now, and to complete known tasks, won't help you create something new or create profits in the future. These 11.5 weird ideas will help you explore fresh approaches and see old familiar things in novel ways, an important form of creativity.

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Our Summary of Weird Ideas That Work by Robert I. Sutton. Weird Ideas That Work by Robert I. Sutton centers on bringing innovation into a company's business plan and practice. Sutton's ideas may come across as strange, which he of course recognizes. Even the number of ideas is unconventional. He presents eleven and a half of them.

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"weird ideas spark innovation because each helps companies do at least one of three things: (1) increase variance in available knowledge, (2) see old things in new ways, and (3) break from the past. These are the three basic organizing principles for innovative work," — 2 likes

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Twelve Weird Ideas That Work - Bob Sutton

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 "Keep Portland Weird."

Weird Ideas That Work - Preach The Story

This summary's strength lies in the unique information that has been included. By including revenue stats, names of past employers and partners, the reader right away sees that this person will bring to the role a strong networking ability with key players in his industry, and more importantly can build, grow and revitalize a sales organization, market or product.

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(ebook) Summary: Weird Ideas that Work - 9782511017012 ...

40 UNIQUE BUSINESS IDEAS Whether it's a unique food, sport, therapy, or rental service, getting in at the forefront of the right niche can be incredibly lucrative. Take cookie dough cafes, for example -- the first one opened in New York City in just 2017, and now there are hundreds all across the country.

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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.

Amazon.com: Weird Ideas That Work: How to Build a Creative ...

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Stanford professor Robert Sutton is an authority on innovation and a popular speaker. In Weird Ideas That Work he draws on extensive research in behavioral psychology to explain how innovation can...

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