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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.

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

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

Buy *Weird Ideas That Work: 11 1/2 Practices for Promoting, Managing, and Sustaining Innovation* / Robert I. Sutton. Fifth by Sutton, Robert I. (ISBN: 9780743212120) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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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 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 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,*

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Managing, and Sustaining Innovation. 2 likes.

## Weird Ideas That Work Quotes by Robert I. 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

In Weird Ideas That 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...

## Weird Ideas That Work: 11 1/2 Practices for Promoting ...

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

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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 there.

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*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 foster new ideas.

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## Weird Ideas That Work

Découvrez cette écoute proposée par 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. Yet, as Stanford Pro...

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Among the weird ideas, Sutton adovates 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 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 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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