

Robert I. Sutton

WEIRD
IDEAS
THAT
WORK

How to Build a
Creative Company

From the
bestselling
author of *The*
No Asshole
Rule

Weird Ideas That Work Weird Ideas That Work

Lei Shi

Weird Ideas That Work Weird Ideas That Work:

Weird Ideas That Work Robert I. Sutton, 2002-03-02 A breakthrough in management thinking weird ideas can help every organization achieve a balance between sustaining performance and fostering new ideas To succeed you need to be both conventional and counterintuitive Creativity new ideas innovation in any age they are keys to success Yet as Stanford professor Robert Sutton explains the standard rules of business behavior and management are precisely the opposite of what it takes to build an innovative company We are told to hire people who will fit in to train them extensively and to work to instill a corporate culture in every employee In fact in order to foster creativity we should hire misfits goad them to fight and pay them to defy convention and undermine the prevailing culture *Weird Ideas That Work* codifies these and other proven counterintuitive ideas to help you turn your workplace from staid and safe to wild and woolly and creative 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 Yet *Weird Ideas That Work* shows how some of the best teams and companies use these and other counterintuitive practices to crank out new ideas and it demonstrates that every company can reap sales and profits from such creativity *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 The trick is to choose the right balance between conventional and weird and now thanks to Robert Sutton s work we have the tools we need to do so *Weird Ideas That Work* Robert I. Sutton, 2007-05-15 A breakthrough in management thinking weird ideas can help every organization achieve a balance between sustaining performance and fostering new ideas To succeed you need to be both conventional and counterintuitive Creativity new ideas innovation in any age they are keys to success Yet as Stanford professor Robert Sutton explains the standard rules of business behavior and management are precisely the opposite of what it takes to build an innovative company We are told to hire people who will fit in to train them extensively and to work to instill a corporate culture in every employee In fact in order to foster creativity we should hire misfits goad them to fight and pay them to defy convention and undermine the prevailing culture *Weird Ideas That Work* codifies these and other proven counterintuitive ideas to help you turn your workplace from staid and safe to wild and woolly and creative 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 Yet *Weird Ideas That Work* shows how some of the best

teams and companies use these and other counterintuitive practices to crank out new ideas and it demonstrates that every company can reap sales and profits from such creativity 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 The trick is to choose the right balance between conventional and weird and now thanks to Robert Sutton s work we have the tools we need to do so *Weird Ideas That Work* Bob Sutton,Robert I Sutton,2002-02 There is a concern even obsession with creativity in the workplace This book begins by demystifying creativity at work and goes on to show how companies have managed and mismanaged the creative potential of their staff

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Table of Contents **Weird Ideas That Work** **Weird Ideas That Work**

1. Understanding the eBook **Weird Ideas That Work** **Weird Ideas That Work**
 - The Rise of Digital Reading **Weird Ideas That Work** **Weird Ideas That Work**
 - Advantages of eBooks Over Traditional Books
2. Identifying **Weird Ideas That Work** **Weird Ideas That Work**
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an **Weird Ideas That Work** **Weird Ideas That Work**
 - User-Friendly Interface
4. Exploring eBook Recommendations from **Weird Ideas That Work** **Weird Ideas That Work**
 - Personalized Recommendations
 - **Weird Ideas That Work** **Weird Ideas That Work** User Reviews and Ratings
 - **Weird Ideas That Work** **Weird Ideas That Work** and Bestseller Lists

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 - Weird Ideas That Work Weird Ideas That Work Public Domain eBooks
 - Weird Ideas That Work Weird Ideas That Work eBook Subscription Services
 - Weird Ideas That Work Weird Ideas That Work Budget-Friendly Options
6. Navigating Weird Ideas That Work Weird Ideas That Work eBook Formats
 - ePUB, PDF, MOBI, and More
 - Weird Ideas That Work Weird Ideas That Work Compatibility with Devices
 - Weird Ideas That Work Weird Ideas That Work Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Weird Ideas That Work Weird Ideas That Work
 - Highlighting and Note-Taking Weird Ideas That Work Weird Ideas That Work
 - Interactive Elements Weird Ideas That Work Weird Ideas That Work
8. Staying Engaged with Weird Ideas That Work Weird Ideas That Work
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Weird Ideas That Work Weird Ideas That Work
9. Balancing eBooks and Physical Books Weird Ideas That Work Weird Ideas That Work
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Weird Ideas That Work Weird Ideas That Work
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Weird Ideas That Work Weird Ideas That Work
 - Setting Reading Goals Weird Ideas That Work Weird Ideas That Work
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Weird Ideas That Work Weird Ideas That Work
 - Fact-Checking eBook Content of Weird Ideas That Work Weird Ideas That Work
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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