



Summary: Weird Ideas that Work - Robert Sutton: 111/2 Practices for Promoting, Managing and Sustaining Innovation

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Complete summary of Robert Sutton's book: "Weird Ideas that Work: 11 1/2 Practices for Promoting, Managing and Sustaining Innovation".

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. In his book, the author presents 11 1/2 weird ideas for sparking business innovation. He also explains concrete ways to build an organization where innovation flourishes and becomes a way of life. This summary will teach you the importance of creativity in your company and how you can start changing the way you do things in order to stay ahead.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

To learn more, read "Weird Ideas that Work" and find out why you should become an expert in the art of innovation in order to stay on top.

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