

# **Weird Ideas That Work: How To Build A Creative Company**

## **By Robert I. Sutton**

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*Weird Ideas That Work*. Sutton is a sought after consultant, speaker and Stanford professor. This book brings together 11 of his proven, counter intuitive ideas that

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26 quotes from *Weird Ideas That Work: How to Build a Creative Company*: Jeffrey Pfeffer and I found that many ineffective companies suffer from this dise

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Weird Ideas That Work by Robert I. Sutton Weird Ideas That Work How to Build a Creative Company. "weird ideas" can help every organization achieve a balance

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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,