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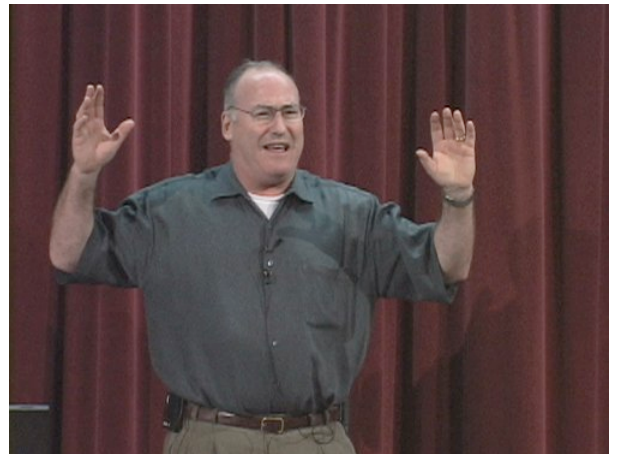
Stimulating Innovation and Creativity in the Workplace

Bob Sutton, *Stanford University*

August 26, 2006

Video URL: <http://ecorner.stanford.edu/podcasts/1612/Stimulating-Innovation-and-Creativity-in-the-Workplace>

Robert Sutton, Co-Director of the Center for Work, Technology, and Organization at Stanford University focuses on what it takes to stimulate innovation and creativity in the workplace and relates the key points from his book "Weird Ideas that Work."



Transcript