



Stanford eCorner

Scaling Up Excellence

Bob Sutton, *Stanford University*

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Video URL: <http://ecorner.stanford.edu/podcasts/3243/Scaling-Up-Excellence>

Stanford Professor Bob Sutton shares principles and colorful examples from his most recent book, *Scaling Up Excellence*, co-authored by Huggy Rao. Touching on concepts around emotion, complexity, and connecting people, Sutton explains why scaling is about spreading and sustaining a mindset, not just a footprint.



Transcript