



Stanford eCorner

The Ideas are IN - Creating Value from Unmatched Socks!

Richard Cox

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Video URL: <http://ecorner.stanford.edu/podcasts/5264/The-Ideas-are-IN-Creating-Value-from-Unmatched-Socks>

Why look at old things in new ways? Rich Cox, Lecturer at the Stanford Graduate School of Business, joins host Tina Seelig to share and discuss the listener submissions to the Stanford Innovation Lab: Innovation Challenge. People, young and old, from around the world submitted their ideas for how to create value from unmatched socks. From coffee filters to dating sites to diapers for the developing world, hear how our listeners stepped up to the challenge and created value from something we usually throw away.



Transcript