



Summary: Whoever Makes The Most Mistakes Wins - Richard Farson and Ralph Keyes: The Paradox of Innovation

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Complete summary of Richard Farson and Ralph Keyes' book: "Whoever Makes the Most Mistakes Wins: The Paradox of Innovation".

This summary of the ideas from Richard Farson and Ralph Keyes' book "Whoever Makes the Most Mistakes Wins" shows that, in business, the concepts of "success" and "failure" are more ambiguous than most people acknowledge. Not only are there many different ways to define both these terms but frequently, short-term failures lay the foundation for long-term success. That means these failures are an unavoidable part of the pathway to succeeding. In their book, the authors explain that companies need to encourage their innovators to learn more by making productive mistakes. In this environment, managers should worry less about rewarding success and focus more on learning from both failure and success. This summary provides the tools to achieve success in today's environment and not be afraid of failure.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Whoever Makes the Most Mistakes Wins" and find out how to encourage creativity for future success.

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