

Innovation Sucks: Time to Think Differently

Innovation is a buzzword that's thrown around a lot these days, but what does it really mean? And is it all it's cracked up to be?

In his new book, *Innovation Sucks*, author and innovation expert Robert Sutton argues that innovation is overrated and that it's time to start thinking differently about how we approach change.



Innovation Sucks!: Time to Think Differently by Alan Watkins

★★★★☆ 4.5 out of 5

Language	: English
File size	: 3349 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 194 pages



Sutton defines innovation as "the process of creating something new and valuable." He points out that innovation is often seen as a panacea for all of our problems, but it's not always the best solution.

For example, Sutton cites a study that found that companies that invest heavily in innovation are no more likely to succeed than companies that don't. In fact, some studies have even shown that too much innovation can actually be harmful.

So, what's the alternative to innovation? Sutton argues that we need to focus on **adaptation** instead.

Adaptation is the process of changing in response to new circumstances. It's about taking what you already have and making it better. Sutton argues that adaptation is often more effective than innovation because it's less risky and less expensive.

For example, Sutton cites the example of the Toyota Prius. The Prius was not a radical innovation. It was simply a hybrid car that combined existing technologies in a new way. However, the Prius was a huge success because it met the needs of consumers who were looking for a more fuel-efficient car.

Sutton argues that we need to focus on adaptation because the world is changing so rapidly. In *Free Download to survive*, we need to be able to change quickly and effectively.

Innovation Sucks is a thought-provoking book that challenges the conventional wisdom about innovation. Sutton argues that we need to stop thinking of innovation as the only way to solve our problems. Instead, we need to focus on adaptation and making incremental changes that can help us improve our lives.

About the Author

Robert Sutton is a professor of management science and engineering at Stanford University. He is the author of several books, including *Good Boss, Bad Boss* and *The No Asshole Rule*.

Praise for Innovation Sucks

"Sutton's book is a breath of fresh air. It's a reminder that innovation is not always the answer. Sometimes, the best way to improve is to focus on adaptation." — *The New York Times*

"A must-read for anyone who wants to understand the challenges of innovation in the 21st century." — *Forbes*

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"I hope this book acts as a wake-up call"
James Dyson



Innovation Sucks!

Time to Think Differently

Alan Watkins and Simon May



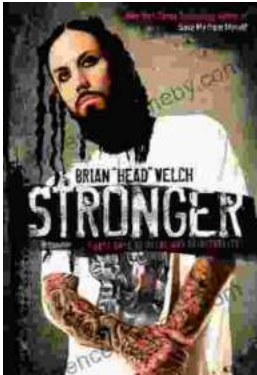
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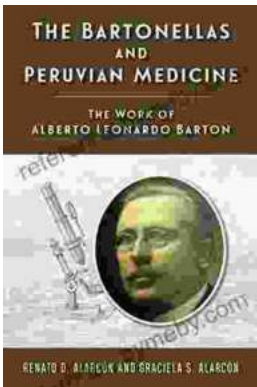
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