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Nota di contenuto	Contents; Preface; Acknowledgments; CHAPTER 1 THE IDEA REVOLUTION; What's in an Idea?; How Ideas Drive a Culture of High Performance; The Need for Managerial Humility; Why Organizations Never Run Out of Improvement Opportunities; Overview of the Book's Main Points; Conclusion; CHAPTER 2 THE POWER OF SMALL IDEAS; Excellence Depends on Small Ideas; Small Ideas and Rapid Organizational Learning; Sustainable Competitive Advantage; How Small Ideas Lead to Big Ones; The True Currency of Managing Ideas; Key Points; CHAPTER 3 THE PITFALLS OF REWARDS; Some Inconvenient Evidence Why Do People Step Forward with Ideas?The Invisible Costs of Rewards; Reward Systems That Work; Key Points; CHAPTER 4 MAKING IDEAS EVERYONE'S JOB; "It's Not Your Job to Think"; Making Ideas Part of Employees' Work; Making Ideas Part of the Work of Supervisors; Making

Ideas Part of the Work of Middle Managers; Making Ideas Part of the Work of Senior Leaders; Making Ideas Part of the Organization's Work; Key Points; CHAPTER 5 PUTTING THE PROCESS IN PLACE; Characteristic 1: Ideas Are Encouraged and Welcomed; Characteristic 2: Submitting Ideas Is Simple  
Characteristic 3: Evaluation of Ideas Is Quick and Effective  
Characteristic 4: Feedback Is Timely, Constructive, and Informative;  
Characteristic 5: Implementation Is Rapid and Smooth; Characteristic 6: Ideas Are Reviewed for Additional Potential; Characteristic 7: People Are Recognized, and Success Is Celebrated; Characteristic 8: Idea System Performance Is Measured, Reviewed, and Improved; Key Points; CHAPTER 6 FOCUSING ON WHAT MATTERS MOST; Choosing What to Focus On; Making Focus a Way of Life; Key Points; CHAPTER 7 GETTING MORE AND BETTER IDEAS; How People Come Up with Ideas  
Idea Activators How to Broaden Employees' Perspectives; Improving Alertness to Problems and Opportunities; Key Points; CHAPTER 8 LIBERATION AND TRANSFORMATION; Ideas and Attitudes; Ideas and Respect, Trust, and Involvement; Ideas and Interpersonal Relations; How Ideas Counter Learned Helplessness; Ideas and a High-Performance Culture; Parting Thoughts; Key Points; Notes; Index; About the Authors

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Sommario/riassunto

The fact is, because they're the ones actually doing the day-to-day work front-line employees see a great many problems and opportunities that their managers don't. But most organizations do very poorly at tapping into this extraordinary potential source of revenue-enhancing, savings-generating ideas. Ideas Are Free sets out a roadmap for totally integrating ideas and idea management into the way companies are structured and operate. Alan Robinson and Dean Schroeder draw on their ten years experience with more than three hundred organizations in fifteen countries to show precisely how to design

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