



Brilliant Mistakes: Finding Success on the Far Side of Failure

Paul J. H. Schoemaker

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Named #1 Best Business Book of 2011, by *Patriot-News–PennLive.com*

If you have ever flown in an airplane, used electricity from a nuclear power plant, or taken an antibiotic, you have benefited from a brilliant mistake.

Each of these life-changing innovations was the result of many missteps and an occasional brilliant insight that turned a mistake into a surprising portal of discovery. In *Brilliant Mistakes*, Paul Schoemaker, founder and chairman of Decision Strategies International, shares critical insights on the surprising benefits of making well-chosen mistakes.

Brilliant Mistakes explores why minimizing mistakes may be the greatest mistake of all, situations when mistakes are most beneficial and when they should be avoided, the counter-intuitive idea that we should deliberately permit errors at times, and how to make the most of brilliant mistakes to improve business results.

Brilliant Mistakes is based on solid academic research and insights from Schoemaker's work with more than 100 organizations, as well as his provocative *Harvard Business Review* article with Robert Gunther, "The Wisdom of Deliberate Mistakes." Schoemaker provides a practical roadmap for using mistakes to accelerate learning for your organization and yourself.



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