



The Power of Positive Deviance: How Unlikely Innovators Solve the World's Toughest Problems

Richard Pascale, Jerry Sternin, Monique Sternin

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Think of the toughest problems in your organization or community. What if they'd already been solved and you didn't even know it?

In *The Power of Positive Deviance*, the authors present a counterintuitive new approach to problem-solving. Their advice? Leverage positive deviants--the few individuals in a group who find unique ways to look at, and overcome, seemingly insoluble difficulties. By seeing solutions where others don't, positive deviants spread and sustain needed change.

With vivid, firsthand stories of how positive deviance has alleviated some of the world's toughest problems (malnutrition in Vietnam, staph infections in hospitals), the authors illuminate its core practices, including:

- Mobilizing communities to discover "invisible" solutions in their midst
- Using innovative designs to "act" your way into a new way of thinking instead of thinking your way into a new way of acting
- Confounding the organizational "immune response" seeking to sustain the status quo

Inspiring and insightful, *The Power of Positive Deviance* unveils a potent new way to tackle the thorniest challenges in your own company and community.

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The Power of Positive Deviance: How Unlikely Innovators Solve the World's Toughest Problems can be one of your beginning books that are good idea. Many of us recommend that straight away because this guide has good vocabulary which could increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The article writer giving his/her effort to place every word into joy arrangement in writing *The Power of Positive Deviance: How Unlikely Innovators Solve the World's Toughest Problems* but doesn't forget the main point, giving the reader the hottest along with based confirm resource data that maybe you can be one among it. This great information could drawn you into brand new stage of crucial thinking.

Mae Mosley:

In this era globalization it is important to someone to get information. The information will make you to definitely understand the condition of the world. The condition of the world makes the information much easier to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You will see that now, a lot of publisher that will print many kinds of book. The particular book that recommended for you is *The Power of Positive Deviance: How Unlikely Innovators Solve the World's*

Toughest Problems this publication consist a lot of the information of the condition of this world now. This book was represented just how can the world has grown up. The dialect styles that writer make usage of to explain it is easy to understand. The actual writer made some research when he makes this book. That is why this book acceptable all of you.

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