



# Ideas Are Free: How the Idea Revolution Is Liberating People and Transforming Organizations

*Alan G Robinson, Dean M Schroeder*

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Because they're doing the day-to-day work, front-line employees see many problems and opportunities their managers don't. But most organizations fail to realize this potentially extraordinary source of revenue-enhancing ideas. The authors of ""Ideas Are Free use real-world examples from their work with hundreds of organizations to show how to exploit the virtually free, perpetually renewable resource of employee ideas. The book explains how sustainable competitive advantages in areas ranging from productivity and responsiveness to cost reduction and quality assurance are only possible with the attention to detail that comes from getting and implementing large numbers of ideas from employees. Subjects include how to make ideas part of everyone's job, how to set up and run an effective process for handling ideas, how to help people come up with more and better ideas, and how a strong flow of ideas can have a profound impact on an organization's culture.

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