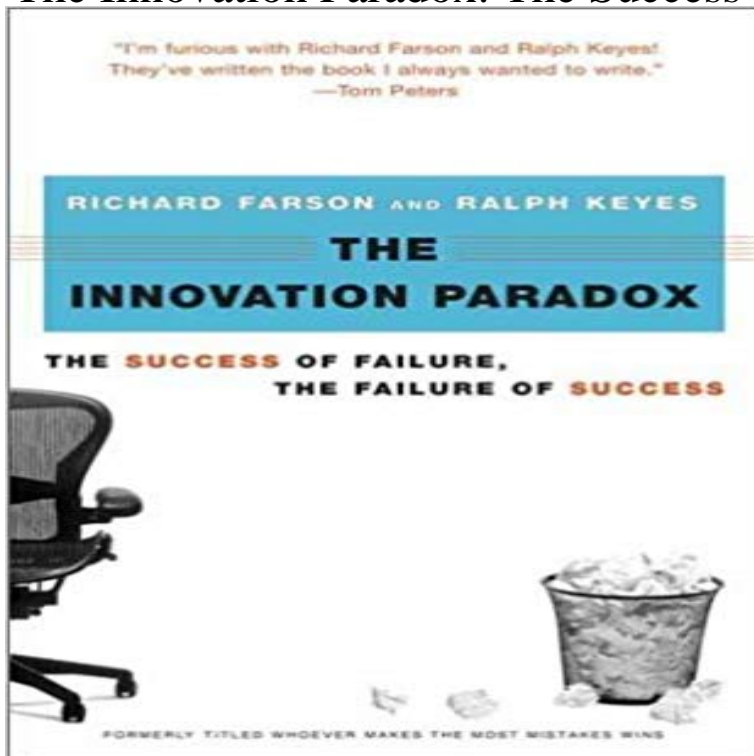


## The Innovation Paradox: The Success of Failure, the Failure of Success



In *The Innovation Paradox*, Richard Farson and Ralph Keyes argue that failure has its upside, success its downside. Both are steps toward achievement, and the two extremes are not as distinct as we imagine. In today's business economy, it's not success or failure -- it's success and failure that lead to genuine innovation. History's great innovators, from Thomas Edison and Charles Kettering to Bill Gates and Jack Welch, saw failure as an important stepping-stone -- and with this groundbreaking book, you too can learn how to become more failure tolerant, more risk friendly, and therefore more innovative. Today's most prominent businesspeople agree that *The Innovation Paradox* has the formula for failure and success down to a science. Make no mistake: If you're looking to reinvent yourself, your ideas, or your business model, this book is your sure-fire way to start.

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