



The Power of Paradox: Harness the Energy of Competing Ideas to Uncover Radically Innovative Solutions

Deborah Schroeder-Saulnier

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We're so often faced with apparent paradoxes: continuity and change, conservatism and progressiveness, predictability and chaos. In business, inherent tensions are mistakenly viewed as problems to be resolved once the "correct" answer is found. But when we consider only one direction--either A or B--we only see part of the picture. The strongest and most innovative solutions are frequently realized not through either/or decision-making, but by pursuing two contrasting options at the same time.

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