



# Brilliant Mistakes: Finding Success on the Far Side of Failure

*Paul J. H. Schoemaker*

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**Brilliant Mistakes: Finding Success on the Far Side of Failure** Paul J. H. Schoemaker  
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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