



# **The Chaos Imperative: How Chance and Disruption Increase Innovation, Effectiveness, and Success**

*Ori Brafman, Judah Pollack*

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**In the bestselling tradition of *Switch* and *Made to Stick*, Ori Brafman reveals how organizations can drive growth and profits by allowing contained chaos and disruption the space to flourish, generating new ideas that trigger innovation.**

In *The Chaos Imperative*, organizational expert and bestselling author Ori Brafman (*Sway*, *The Starfish and the Spider*) shows how even the best and most efficient organizations, from Fortune 500 companies to today's US Army, benefit from allowing a little unstructured space and disruption into their planning and decision-making.

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