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Robert I. Sutton is professor of management science and engineering at Stanford University, where he co-founded the Center for Work Technology and Organizations, Stanford Technology Ventures Program, and Institute of Design (“the d.school”). He studies innovation, leadership, the links between knowledge and action, workplace civility, and scaling excellence. He has published over 100 articles and chapters in peer-reviewed journals and the popular press. Sutton’s has written six books including [*Good Boss, Bad Boss*](#) and (with Huggy Rao) [*Scaling-Up Excellence*](#), both national bestsellers in the United States. Sutton is a Fellow at IDEO and co-founder and director of three Stanford executive education programs: [Leadership for Strategic Execution](#), [Customer-Focused Innovation](#), and the new online program [Stanford Innovation and Entrepreneurship Certificate](#). The London Business School selected Sutton for the Sumantra Ghoshal Award “for rigour and relevance in the study of management” and he was named as one of 10 “B-School All-Stars” by BusinessWeek, which they described as “professors who are influencing contemporary business thinking far beyond academia.”