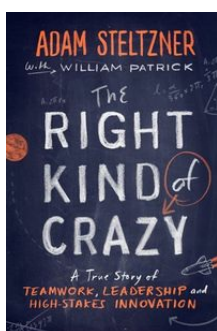


THE RIGHT KIND OF CRAZY: A TRUE STORY OF TEAMWORK, LEADERSHIP, AND HIGH-STAKES INNOVATION

From Adam Steltzner, who led the Entry, Descent, and Landing team in landing the Curiosity rover on the surface of Mars, comes a profound book about breakthrough innovation in the face of the...



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The Right Kind of Crazy: A True Story of Teamwork, Leadership, and High-Stakes Innovation

Author	Adam Steltzner
Original Book Format	Hardcover
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Peek Inside the Book

The key to searching for the truth is to hold passionately to your beliefs while simultaneously not feeling entrenched in your position, to be able to let go of the need to defend it in order to save face. Its almost a Buddhist thing, where youre not necessarily free of ego and concerns about status, but youre able to sit with them and maintain some objective separation. Its about letting ideas win, not people. Its about finding whats right, not being right....

Reader's Opinions

This is about the story to the success of landing Mars Science Laboratory to the Martian surface in 2012 written by the project leader. It's about leadership, team work, engineering challenge, how you deal with crisis, work through big organization (NASA!). Lots to take away for everybody working on creating something challenging.

An exciting look at engineering as a form or honesty, facing reality, facing doubt and uncertainty. The