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Business Ethics

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The people at IDEO are not experts of any thing but are essential jacks of all trades a designing things that are need to fulfill the task the the client needs. With this in mind they apply their innovation into creating consumer products. The company has a different way of solving problems or coming together to create a new product. They have five days to brainstorm and come up with a solution. In my opinion this with time concerning pressure they are able to think of great solutions in half the time. There is essentially a definite hierarchy in the company. Its feels more as tribe, as each person it assigned the equally amount of responsibilities in their different fields. The people will light heartedly draw pictures and vote on the solutions as a group. The company IDEO eliminates conflict by creating an understanding of order. While brainstorm they, defer judgment, have one conversation at a time, stay focused on the topic, encourage wild ideas, and build upon each other's ideas. Once their create this marble slab of ideas, they whole team choices what points to chisel down to create the perfect solution or product for their client. The company encourages a playful atmosphere as making an enforced durru atmosphere cuts down productivity. Currently companies who use this method are Facebook and Google's, and as you can see they are among the top companies in the nation. With the free atmosphere that somehow creates an indirect order is great for productive in a company. The company will then be able to create the products they need to be better in the free-market.