

Download Where Good Ideas Come From The Natural History Of Innovation

Where Good Ideas Come From: The Natural History of Innovation [Steven Johnson] on Amazon.com. *FREE* shipping on qualifying offers. A fascinating deep dive on innovation from the New York Times bestselling author of How We Got To Now and Farsighted The printing press Johnson describes where good ideas come from (hence the title) by breaking it down into 7 patterns: the adjacent possible, liquid networks, the slow hunch, serendipity, error, exaptation, platforms. Each chapter describes a pattern by starting out with an anecdote of some inventor x in city y in year z. Where Good Ideas Come From: The Natural History of Innovation. I work my way around the plate; a bite of steak with a bite of potatoes and then a taste of veggies. This way I have a full experience of the entire meal and all its tastes, temperatures and textures. That's what it's like to read Where Good Ideas Come From. Speed Summary: Where Good Ideas Come From – The Natural History of Innovation. Johnson builds on Stuart Kauffman's concept of the 'adjacent possible' to reaffirm that tomorrow's great innovations are built from the stuff of today – specifically from the things around us that can be combined into something new.