

Download Where Good Ideas Come From The Natural History Of Innovation

The day I heard Steven Johnson talking about his book Where Good Ideas Come From on NPR, I was able to pull into the closest parking lot and purchase it before I forgot the name of the book. 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 His latest book, Where Good Ideas Come From: The Natural History of Innovation, was a finalist for the 800CEORead award for best business book of 2010, and was ranked as one of the year's best books by The Economist. 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.