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*Where Do Good
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The truth is,
good ideas come
from the clash
of knowledge and
speculation that
occurs when
people from
different
backgrounds get

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together and
talk. The coffee
shops of the
Enlightenment
provide a good
example of this,
but more recent
instances of
serendipitous
conversations
between people
from medicine
and electronics,
to take just one

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People often
credit their
ideas to
individual
"Eureka!"

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Steven Johnson
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shows how
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history tells a
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different story.
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tour takes us
from the "liquid
networks" of
London's coffee
houses to
Charles Darwin's
long, slow hunch
to today's high-

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The truth is,
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to take just one
example, lead to
the innovations
we take for
granted today.

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come from by
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]is a book about
the space where
innovation

flourishes. Both
the web and the
city has proven
to be places of

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ideas come from
Steven Johnson~~

Key idea #4:
Accidental or

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random connection of ideas lead to lightbulb moments. All our idea are the web of neurons. That's why to better understand where good ideas come from, we must know what the nature of

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neurons is. Once
we understand
the chemistry of
our brain, we
understand what
really happens
inside it.

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Come From
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And Review~~
Key Lessons from
"Where Good

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Ideas Come
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Ideas are Old
Ideas

Redeveloped in a
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Isolation is Not
Your Friend 3. A
Need for a Shift
of Priorities.

Fresh Ideas are
Old Ideas
Redeveloped in a
New Way.

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Breakthroughs
are a creative
reconnection and
redevelopment of
already existing
concepts.

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Summary — Steven
Johnson~~

Strikingly, it
turned out the
most important

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ideas arose
during regular
lab meetings,
where the
scientists
informally
discussed their
work. Other
studies have
shown that the
most creative...

~~The key lessons
from "Where Good~~

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There are two schools of thought about where ideas come from. One is the “artist as antenna” concept, in which ideas float in some barely perceptible

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aether waiting
for someone to
pick them up,
the way a radio
picks up a song
when it's tuned
to just the
right frequency.

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Come From?~~
~~Lifhack~~
Ideas originate
from pregnant

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minds, just as babies emerge from the bellies of their mothers. What makes a mind fertile? For one thing, it is the freedom to venture without the confines of...

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Network

Like. “Legendary innovators like Franklin, Snow, and Darwin all possess some common intellectual qualities—a certain quickness of

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mind, unbounded
curiosity—but
they also share
one other
defining

attribute. They
have a lot of
hobbies.”. —

Steven Johnson,
Where Good Ideas
Come from: The
Natural History
of Innovation.

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~~Where Good Ideas
Come from Quotes
by Steven
Johnson~~

Johnson
describes where
good ideas come
from (hence the
title) by
breaking it down
into 7 patterns:
the adjacent
possible, liquid
networks, the

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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.

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Good ideas
emerge more from
surroundings
with a certain
amount of noise
and error, which
leads to the
exploration of
the adjacent
possible. DNA

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transcoding
introduces a few
mutations as a
way of evolution

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Where Good Ideas
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itself a very

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excellent idea,
and in a
metakind of way
it follows its
precepts for
discovery;
Johnson uses
exaptation
and the unfurling
of the adjacent
possible in his
own work. The
book is
science writing

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for a broad
audience at its
highest
level—accessible
but challenging,
humming with new
ideas, and
finally,
inspiring.

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Over the past few centuries, Western cultures have been very good at creating general prosperity for themselves.

Historian Niall Ferguson asks: Why the West, and less so the rest? He suggests half a

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dozen big ideas
from Western
culture -- call
them the 6
killer apps --
that promote
wealth,
stability and
innovation. And
in this new
century, he
sa...

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<http://www.ted.com> People often credit their ideas to individual "Eureka!" moments. But Steven Johnson shows how history tells a different story.

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are thousands of
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everyday people
that find a real
need and then
end up creating
a solution and
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from it. If you
yourself find a
need, chances
are there are
others out there
as well.

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Writer Steven
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