

Notes on “Where Good Ideas Come From” by Steven Johnson

J. Jason Bell

The principles in the book:

1. The Adjacent Possible
2. Liquid Networks
3. The Slow Hunch
4. Serendipity
5. Error
6. Exaptation
7. Platforms

Johnson’s recommendations:

Go for a walk, cultivate hunches; write everything down, but keep your folders messy; embrace serendipity; make generative mistakes; take on multiple hobbies; frequent coffeehouses and other liquid networks; follow the links; let others build on your ideas; borrow, recycle, reinvent. Build a tangled bank

He mostly built a theory, but didn’t spend a long time trying to convince the reader of causality. That may or may not invalidate the recommendations to some degree.