Fostering Innovation

Modern Era
Plastics
Refrigeration
Penicillin
Ecology 7 Turns
Globalization 8 Turns
Telegraph
Electronics
Computers 7 Turns
Robotics 8 Turns
Radio
Mass Media
Flight
Radar
Rocketry
Satellites
Combustion
Lasers
Stealth
Atomic Theory
Nuclear Fission 1 Turns
Advanced Ball... 8 Turns
Close

STEVEN

JOHNSON

WHERE GOOD IDEAS COME FROM

THE NATURAL HISTORY OF INNOVATION

FROM THE BESTSELLING AUTHOR OF *EVERYTHING BAD IS GOOD FOR YOU* AND *THE INVENTION OF AIR*

To make your mind more innovative, you have to place it inside environments that share the same network signature: networks of ideas or people that mimic the neural networks of a mind exploring the adjacent possible.

Steven Johnson (2010). Where Good Ideas Come From - The Natural History of Innovation. Riverhead Books, NY, pp. 47.

“Ideas rose in crowds. I felt them collide until pairs interlocked, so to speak, making a stable combination.”

–Henri Poincaré, *The Foundations of Science*

“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.”

–Steven Johnson