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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 together and talk. The coffee shops of the

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The Seven Patterns of Innovation provide a good example of this, but more recent instances of serendipitous conversations between people from medicine and electronics, to take just one example, lead to the innovations we take for granted today.

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People often credit their ideas to individual "Eureka!" moments. But Steven Johnson shows how history tells a different story. His fascinating tour takes us from the

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"liquid networks" of London's coffee houses to Charles Darwin's long, slow hunch to today's high-velocity web.

~~Steven Johnson: Where good ideas come from | TED Talk~~  
The truth is, good ideas come



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from the clash of knowledge and speculation that occurs when people from different backgrounds get together and talk. The coffee shops of the Enlightenment provide a good example of this, but more recent instances of serendipitous

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conversations between people  
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Stephen Johnson [ CIT A TION  
Joh10 \l 1033 ]is a book about the  
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flourishes. Both the web and the  
city has proven to be places of

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~~from Steven Johnson~~  
The Seven Patterns Of

Innovation  
Key idea #4: Accidental or random connection of ideas lead to lightbulb moments. All our ideas are the web of neurons. That's why to better understand where good ideas come from, we must know what the nature of neurons

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

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Key Lessons from "Where Good

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Ideas Come From": 1. Fresh Ideas are Old Ideas Redeveloped in a New Way 2. Isolation is Not Your Friend 3. A Need for a Shift of Priorities. Fresh Ideas are Old Ideas Redeveloped in a New Way. Breakthroughs are a creative reconnection and redevelopment

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of already existing concepts.

## Innovation

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Strikingly, it turned out the most important ideas arose during regular lab meetings, where the scientists informally discussed

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their work. Other studies have shown that the most creative...

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There are two schools of thought about where ideas come from. One is the “artist as antenna”



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concept, in which ideas float in some barely perceptible 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.

~~Where Do Ideas Come From?~~

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Lifhack

## The Seven Patterns Of

Ideas originate from pregnant 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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Like. “Legendary innovators like Franklin, Snow, and Darwin all possess some common intellectual qualities—a certain quickness of mind, unbounded curiosity—but they also share one

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other defining attribute. They have a lot of hobbies.”. — Steven Johnson, Where Good Ideas Come from: The Natural History of Innovation.

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

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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

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anecdote of some inventor x in  
city y in year z.

~~Where Good Ideas Come from:  
The Natural History of ...~~

Good ideas emerge more from  
surroundings with a certain  
amount of noise and error, which

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Leads to the exploration of the adjacent possible. DNA transcoding introduces a few mutations as a way of evolution & innovation.

~~Book summary: "Where good ideas come from" by Steven~~

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Johnson *The Seven Patterns Of*

Where Good Ideas Come From is itself a very 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



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

~~Where Good Ideas Come From—  
The Barnes & Noble Review~~

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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 dozen  
big ideas from Western culture --

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Writer Steven Johnson is the author of Everything Bad Is Good for You, The Ghost Map, and Where Good Ideas Come From: The Natural History of Innovation.

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Johnson was founder and editor in  
chief of...

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