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# Where Good Ideas Come From The Natural History Of Innovation

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The Natural History of Innovation

Making Conversation

Creative Conspiracy

Infinite Jest

Rethink Your Marketing

WTF?

The Genius of the System

The Myths of Innovation

A Guide to Creative Thinking

Making Databases Work

How We Got to Now

Mind Wide Open

Where Good Ideas Come From

Essentials for Inventing What Is Next

A True Story of Piracy, Power, and History's First Global Manhunt

Fancy Nancy and the Late, Late, LATE Night  
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Why We Make Mistakes  
Where Good Ideas Come From  
Tap Dancing to Work  
The Invention of Air  
Hollywood Filmmaking in the Studio Era  
The Encyclopaedia Britannica  
Life Is What You Make It  
Or, You Can't Survive on Ideas Alone  
Darwin on Man  
A Story Of Science, Faith, Revolution, And The Birth Of America  
The Story of London's Most Terrifying Epidemic--and How It Changed Science, Cities,  
and the Modern World  
How Today's Popular Culture Is Actually Making Us Smarter  
Enemy of All Mankind  
How We Make the Decisions That Matter the Most  
Seven Essential Elements of Meaningful Communication

Warren Buffett on Practically Everything, 1966-2013  
The Seven Patterns of Innovation  
Wonderland  
A Psychological Study of Scientific Creativity  
How to Have Great Ideas  
The Case For Progress In A Networked Age

*Where Good  
Ideas Come  
From The  
Natural  
History Of  
Innovation*

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## **VALERIE RODGERS**

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The Natural History of  
Innovation Morgan &  
Claypool

Many of us assume that  
our creative process is  
beyond our ability to  
influence, and pay

attention to it only when it  
isn't working properly. For  
the most part, we go  
about our daily tasks and  
everything just "works."  
Until it doesn't. Adding to  
this lack of understanding  
is the rapidly accelerating  
pace of work. Each day  
we are face escalating  
expectations and a  
continual squeeze to do  
more with less. We are

asked to produce an ever-  
increasing amount of  
brilliance in an ever-  
shrinking amount of time.  
There is an unspoken (or  
spoken!) expectation that  
we'll be accessible 24/7,  
and as a result we  
frequently feel like we're  
"always on." Now  
business creativity expert  
Todd Henry explains how  
to unleash your creative

potential. Whether you're a creative by trade or an "accidental creative," this book will help you quickly and effectively integrate new ideas into your daily life.

#### Making Conversation

Henry Holt and Company  
A strange and charming collection of hilariously absurd poetry, writing, and illustration from one of today's most popular young comedians...

EGGHEAD: Or, You Can't Survive on Ideas Alone  
Bo Burnham was a precocious teenager living in his parents' attic when

he started posting material on YouTube. 100 million people viewed those videos, turning Bo into an online sensation with a huge and dedicated following. Bo taped his first of two Comedy Central specials four days after his 18th birthday, making him the youngest to do so in the channel's history. Now Bo is a rising star in the comedy world, revered for his utterly original and intelligent voice. And, he can SIIIIIIING! In EGGHEAD, Bo brings his brand of brainy, emotional

comedy to the page in the form of off-kilter poems, thoughts, and more. Teaming up with his longtime friend, artist, and illustrator Chance Bone, Bo takes on everything from death to farts in this weird book that will make you think, laugh and think, "why did I just laugh?"

#### Creative Conspiracy

Penguin

"Thoroughly engrossing . . . a spirited, suspenseful, economically told tale whose significance is manifest and whose pace never flags." —The Wall

Street Journal From The New York Times—bestselling author of *The Ghost Map* and *Extra Life*, the story of a pirate who changed the world Henry Every was the seventeenth century's most notorious pirate. The press published wildly popular—and wildly inaccurate—reports of his nefarious adventures. The British government offered enormous bounties for his capture, alive or (preferably) dead. But Steven Johnson argues that Every's most lasting legacy was his

inadvertent triggering of a major shift in the global economy. *Enemy of All Mankind* focuses on one key event—the attack on an Indian treasure ship by Every and his crew—and its surprising repercussions across time and space. It's the gripping tale of one of the most lucrative crimes in history, the first international manhunt, and the trial of the seventeenth century. Johnson uses the extraordinary story of Henry Every and his crimes to explore the

emergence of the East India Company, the British Empire, and the modern global marketplace: a densely interconnected planet ruled by nations and corporations. How did this unlikely pirate and his notorious crime end up playing a key role in the birth of multinational capitalism? In the same mode as Johnson's classic nonfiction historical thriller *The Ghost Map*, *Enemy of All Mankind* deftly traces the path from a single struck match to a global conflagration.

**Infinite Jest** Penguin  
 Warren Buffett built Berkshire Hathaway into something remarkable—and Fortune journalist Carol Loomis had a front-row seat for it all. When Carol Loomis first mentioned a little-known Omaha hedge fund manager in a 1966 Fortune article, she didn't dream that Warren Buffett would one day be considered the world's greatest investor—nor that she and Buffett would quickly become close personal friends. As Buffett's fortune and

reputation grew over time, Loomis used her unique insight into Buffett's thinking to chronicle his work for Fortune, writing and proposing scores of stories that tracked his many accomplishments—and also his occasional mistakes. Now Loomis has collected and updated the best Buffett articles Fortune published between 1966 and 2012, including thirteen cover stories and a dozen pieces authored by Buffett himself. Loomis has

provided commentary about each major article that supplies context and her own informed point of view. Readers will gain fresh insights into Buffett's investment strategies and his thinking on management, philanthropy, public policy, and even parenting. Some of the highlights include: The 1966 A. W. Jones story in which Fortune first mentioned Buffett. The first piece Buffett wrote for the magazine, 1977's "How Inflation Swindles the Equity Investor."

Andrew Tobias's 1983 article "Letters from Chairman Buffett," the first review of his Berkshire Hathaway shareholder letters. Buffett's stunningly prescient 2003 piece about derivatives, "Avoiding a Mega-Catastrophe." His unconventional thoughts on inheritance and philanthropy, including his intention to leave his kids "enough money so they would feel they could do anything, but not so much that they could do nothing." Bill Gates's

1996 article describing his early impressions of Buffett as they struck up their close friendship. Scores of Buffett books have been written, but none can claim this work's combination of trust between two friends, the writer's deep understanding of Buffett's world, and a very long-term perspective. **Rethink Your Marketing** Crown WTF? can be an expression of amazement or an expression of dismay. In today's economy, we have far too

much dismay along with our amazement, and technology bears some of the blame. In this combination of memoir, business strategy guide, and call to action, Tim O'Reilly, Silicon Valley's leading intellectual and the founder of O'Reilly Media, explores the upside and the potential downsides of today's WTF? technologies. What is the future when an increasing number of jobs can be performed by intelligent machines instead of people, or done only by people in

partnership with those machines? What happens to our consumer based societies—to workers and to the companies that depend on their purchasing power? Is income inequality and unemployment an inevitable consequence of technological advancement, or are there paths to a better future? What will happen to business when technology-enabled networks and marketplaces are better at deploying talent than traditional companies?

How should companies organize themselves to take advantage of these new tools? What's the future of education when on-demand learning outperforms traditional institutions? How can individuals continue to adapt and retrain? Will the fundamental social safety nets of the developed world survive the transition, and if not, what will replace them? O'Reilly is "the man who can really can make a whole industry happen," according to Eric Schmidt, Executive Chairman of

Alphabet (Google.) His genius over the past four decades has been to identify and to help shape our response to emerging technologies with world shaking potential—the World Wide Web, Open Source Software, Web 2.0, Open Government data, the Maker Movement, Big Data, and now AI. O'Reilly shares the techniques he's used at O'Reilly Media to make sense of and predict past innovation waves and applies those same techniques to provide a framework for thinking



about how today's world-spanning platforms and networks, on-demand services, and artificial intelligence are changing the nature of business, education, government, financial markets, and the economy as a whole. He provides tools for understanding how all the parts of modern digital businesses work together to create marketplace advantage and customer value, and why ultimately, they cannot succeed unless their ecosystem succeeds along with them. The core of the

book's call to action is an exhortation to businesses to DO MORE with technology rather than just using it to cut costs and enrich their shareholders. Robots are going to take our jobs, they say. O'Reilly replies, "Only if that's what we ask them to do! Technology is the solution to human problems, and we won't run out of work till we run out of problems." Entrepreneurs need to set their sights on how they can use big data, sensors, and AI to create amazing human

experiences and the economy of the future, making us all richer in the same way the tools of the first industrial revolution did. Yes, technology can eliminate labor and make things cheaper, but at its best, we use it to do things that were previously unimaginable! What is our poverty of imagination? What are the entrepreneurial leaps that will allow us to use the technology of today to build a better future, not just a more efficient one? Whether technology brings the WTF? of

wonder or the WTF? of dismay isn't inevitable. It's up to us!

**WTF?** "O'Reilly Media, Inc."

In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists, and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new

chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths, and change the world. You'll have fun while you learn: Where ideas come from The true history of history Why most people don't like ideas How great managers make ideas thrive The importance of problem finding The simple plan (new for paperback) Since its initial publication, this classic bestseller has been

discussed on NPR, MSNBC, CNBC, and at Yale University, MIT, Carnegie Mellon University, Microsoft, Apple, Intel, Google, Amazon.com, and other major media, corporations, and universities around the world. It has changed the way thousands of leaders and creators understand the world. Now in an updated and expanded paperback edition, it's a fantastic time to explore or rediscover this powerful view of the world of ideas. "Sets us free to

try and change the world."--Guy Kawasaki, Author of Art of The Start "Small, simple, powerful: an innovative book about innovation."--Don Norman, author of Design of Everyday Things "Insightful, inspiring, evocative, and just plain fun to read. It's totally great."--John Seely Brown, Former Director, Xerox Palo Alto Research Center (PARC) "Methodically and entertainingly dismantling the cliches that surround the process of innovation."--Scott Rosenberg, author of

Dreaming in Code; cofounder of Salon.com "Will inspire you to come up with breakthrough ideas of your own."--Alan Cooper, Father of Visual Basic and author of The Inmates are Running the Asylum "Brimming with insights and historical examples, Berkun's book not only debunks widely held myths about innovation, it also points the ways toward making your new ideas stick."--Tom Kelley, GM, IDEO; author of The Ten Faces of Innovation The Genius of the System

Back Bay Books  
We forget our passwords. We pay too much to go to the gym. We think we'd be happier if we lived in California (we wouldn't), and we think we should stick with our first answer on tests (we shouldn't). Why do we make mistakes? And could we do a little better? We human beings have design flaws. Our eyes play tricks on us, our stories change in the retelling, and most of us are fairly sure we're way above average. In Why We Make Mistakes,

journalist Joseph T. Hallinan sets out to explore the captivating science of human error—how we think, see, remember, and forget, and how this sets us up for wholly irresistible mistakes. In his quest to understand our imperfections, Hallinan delves into psychology, neuroscience, and economics, with forays into aviation, consumer behavior, geography, football, stock picking, and more. He discovers that some of the same qualities that make us

efficient also make us error prone. We learn to move rapidly through the world, quickly recognizing patterns—but overlooking details. Which is why thirteen-year-old boys discover errors that NASA scientists miss—and why you can't find the beer in your refrigerator. *Why We Make Mistakes* is enlivened by real-life stories—of weathermen whose predictions are uncannily accurate and a witness who sent an innocent man to jail—and offers valuable advice, such as how to remember

where you've hidden something important. You'll learn why multitasking is a bad idea, why men make errors women don't, and why most people think San Diego is west of Reno (it's not). *Why We Make Mistakes* will open your eyes to the reasons behind your mistakes—and have you vowing to do better the next time.

**The Myths of Innovation** Where Good Ideas Come From  
The Natural History of Innovation

BRILLIANTLY EXPLORING TODAY'S CUTTING-EDGE BRAIN RESEARCH, MIND WIDE OPEN IS AN UNPRECEDENTED JOURNEY INTO THE ESSENCE OF HUMAN PERSONALITY, ALLOWING READERS TO UNDERSTAND THEMSELVES AND THE PEOPLE IN THEIR LIVES AS NEVER BEFORE. Using a mix of experiential reportage, personal storytelling, and fresh scientific discovery, Steven Johnson describes how the brain works -- its chemicals, structures, and

subroutines -- and how these systems connect to the day-to-day realities of individual lives. For a hundred years, he says, many of us have assumed that the most powerful route to self-knowledge took the form of lying on a couch, talking about our childhoods. The possibility entertained in this book is that you can follow another path, in which learning about the brain's mechanics can widen one's self-awareness as powerfully as any therapy or meditation or drug. In Mind Wide Open, Johnson

embarks on this path as his own test subject, participating in a battery of attention tests, learning to control video games by altering his brain waves, scanning his own brain with a \$2 million fMRI machine, all in search of a modern answer to the oldest of questions: who am I? Along the way, Johnson explores how we "read" other people, how the brain processes frightening events (and how we might rid ourselves of the scars those memories leave), what the neurochemistry

is behind love and sex, what it means that our brains are teeming with powerful chemicals closely related to recreational drugs, why music moves us to tears, and where our breakthrough ideas come from. Johnson's clear, engaging explanation of the physical functions of the brain reveals not only the broad strokes of our aptitudes and fears, our skills and weaknesses and desires, but also the momentary brain phenomena that a whole human life comprises.

Why, when hearing a tale of woe, do we sometimes smile inappropriately, even if we don't want to? Why are some of us so bad at remembering phone numbers but brilliant at recognizing faces? Why does depression make us feel stupid? To read *Mind Wide Open* is to rethink family histories, individual fates, and the very nature of the self, and to see that brain science is now personally transformative -- a valuable tool for better relationships and better living.

### A Guide to Creative

Thinking Grand Central Publishing

Big data entrepreneur Allen Gannett overturns the mythology around creative genius, and reveals the science and secrets behind achieving breakout commercial success in any field. We have been spoon-fed the notion that creativity is the province of genius -- of those favored, brilliant few whose moments of insight arrive in unpredictable flashes of divine inspiration. And if we are not a genius, we

might as well pack it in and give up. Either we have that gift, or we don't. But Allen shows that simply isn't true. Recent research has shown that there is a predictable science behind achieving commercial success in any creative endeavor, from writing a popular novel to starting up a successful company to creating an effective marketing campaign. As the world's most creative people have discovered, we are enticed by the novel and the familiar. By

understanding the mechanics of what Gannett calls "the creative curve" – the point of optimal tension between the novel and the familiar – everyone can better engineer mainstream success. In a thoroughly entertaining book that describes the stories and insights of everyone from the Broadway team behind Dear Evan Hansen, to the founder of Reddit, from the Chief Content Officer of Netflix to Michelin star chefs, Gannett reveals the four laws of creative

success and identifies the common patterns behind their achievement.

#### Making Databases Work

W. W. Norton & Company  
Steven Johnson takes the reader day by day through the cholera epidemic of 1854 - which would consume 50,000 lives in England and Wales - and recreates a London full of dust heaps, furnaces and slaughterhouses.

#### **How We Got to Now**

Penguin

The hardest choices are also the most consequential. So why do

we know so little about how to get them right? Big, life-altering decisions matter so much more than the decisions we make every day, and they're also the most difficult: where to live, whom to marry, what to believe, whether to start a company, how to end a war. There's no one-size-fits-all approach for addressing these kinds of conundrums. Steven Johnson's classic *Where Good Ideas Come From* inspired creative people all over the world with new ways of thinking

about innovation. In *Farsighted*, he uncovers powerful tools for honing the important skill of complex decision-making. While you can't model a once-in-a-lifetime choice, you can model the deliberative tactics of expert decision-makers. These experts aren't just the master strategists running major companies or negotiating high-level diplomacy. They're the novelists who draw out the complexity of their characters' inner lives, the city officials who secure long-term water supplies,

and the scientists who reckon with future challenges most of us haven't even imagined. The smartest decision-makers don't go with their guts. Their success relies on having a future-oriented approach and the ability to consider all their options in a creative, productive way. Through compelling stories that reveal surprising insights, Johnson explains how we can most effectively approach the choices that can chart the course of a life, an organization, or a civilization. *Farsighted* will



help you imagine your possible futures and appreciate the subtle intelligence of the choices that shaped our broader social history.

Mind Wide Open Harvard Business Review Press How to Have Great Ideas is the essential guide for students and young professionals looking to embrace creative thinking in design, advertising and communications. It provides 53 practical strategies for unlocking innovative ideas. Strategies include improvisation techniques,

changing the scenery, finding hidden links, looking to nature for inspiration, combining unusual systems, challenging set boundaries and many more. Each strategy is packed with great examples of successful contemporary and historical designs - from a designer dress made out of an old typewriter to ticket machines powered by recycled bottles in China, via the reimagining of famous brand logos and mis-use of photocopiers. Packed with

practical projects to kick-start inventive thought in idea-blocked moments, this book explores creative thinking across all visual arts disciplines.

### **Where Good Ideas**

**Come From** Laurence King Publishing

While organizations claim to value creativity, they are often at a loss when attempting to conjure up novel ideas, particularly in a world where technology has made information readily available to everyone. As a result, leaders ask, "Where will the next big idea come

from?" In response, they allocate significant resources for innovation; however the source of creative inspiration has remained a mystery. Science has shown that it's possible to create conditions under which the mind is more prepared to have insights, or "a-ha! moments." In this fascinating book, Andrew Razeghi examines the precursors to creative insight and offers clear-cut methods for making "Eureka moments" routine practice rather than lucky accidents. Combining the

latest scientific research, interviews with current innovators, and studies of history's most creative minds, he dissects the creative process and presents a practical approach for inspiring innovation.

**Essentials for  
Inventing What Is Next**  
Crown

The groundbreaking #1 New York Times bestseller that taught a generation how to transform their careers—now in a revised and updated edition "A profound book about self-determination and self-

realization."—Senator Cory Booker "The Startup of You is crammed with insights and strategies to help each of us create the work life we want."—Gretchen Rubin, author of The Happiness Project In this invaluable book, LinkedIn co-founder Reid Hoffman and venture capitalist Ben Casnocha show how to accelerate your career in today's competitive world. The key is to manage your career as if it were a startup business: a living, breathing, growing startup of you. Why?

Startups—and the entrepreneurs who run them—are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn't about cover letters or résumés. Instead, you will learn the best practices of the most successful startups and how to apply these entrepreneurial strategies to your career.

Whether you work for a giant multinational corporation, stitch together multiple gigs in a portfolio career, or are launching your own venture, you need to know how to • adapt your career plans as pandemics rage and technologies upend industries • develop a competitive advantage so that you stand out from others at work • strengthen your professional network by building powerful alliances and maintaining a diverse mix of

relationships • engineer serendipity that produces life-changing career opportunities • take proactive risks to become more resilient to industry tsunamis • tap your network for information and intelligence that help you make smarter decisions The career landscape has changed dramatically in the decade since Hoffman and Casnocha first published this guide. In an urgent update to the frameworks that have helped hundreds of thousands of people

transform their careers, this new edition of *The Startup of You* will teach you how to achieve your boldest professional ambitions.

**A True Story of Piracy, Power, and History's First Global Manhunt**  
Penguin

From composer, musician, philanthropist--and son of Warren Buffett--comes a warm, wise, and inspirational book that expounds on the strong set of values given to him by his trusting and broadminded mother, his industrious and talented

father, and the many life teachers he has met along the way.

Fancy Nancy and the Late, Late, LATE Night  
Harper Collins

From the New York Times bestselling author of *How We Got To Now* and *Farsighted* Steven Johnson, author of *Where Good Ideas Come From*, *Emergence*, *Everything Bad is Good for You*, *Mind Wide Open* and *Ghost Map*, and an acknowledged bestselling leader on the subject of innovation, gathers - for a foundational text on the

subject of innovation - essays, interviews, and cutting-edge insights by such exciting field leaders as Peter Drucker, Richard Florida, Eric Von Hippel, Dean Keith Simonton, Arthur Koestler, John Seely Brown, and Marshall Berman. Johnson also provides new material from Marisa Mayer of Google, Twitter's Biz Stone and Jack Dorsey, and Ray Ozzie, Microsoft's former Chief Software Architect. With additional commentary by Johnson himself, this book reveals the innovation found in a

wide range of fields, including science, technology, energy, transportation, education, art, and sociology, making it vital, fresh, and fascinating reading for our time, and for the future.

Your Brain and the Neuroscience of Everyday Life Penguin

From the bestselling author of *How We Got To Now*, *The Ghost Map* and *Farsighted*, a new national bestseller: the “exhilarating” (Los Angeles Times) story of Joseph Priestley, “a founding father long

forgotten” (Newsweek) and a brilliant man who embodied the relationship between science, religion, and politics for America's Founding Fathers. In *The Invention of Air*, national bestselling author Steven Johnson tells the fascinating story of Joseph Priestley—scientist and theologian, protégé of Benjamin Franklin, friend of Thomas Jefferson—an eighteenth-century radical thinker who played pivotal roles in the invention of ecosystem science, the discovery of oxygen, the uses of oxygen, scientific

experimentation, the founding of the Unitarian Church, and the intellectual development of the United States. As he did so masterfully in *The Ghost Map*, Steven Johnson uses a dramatic historical story to explore themes that have long engaged him: innovative strategies, intellectual models, and the way new ideas emerge and spread, and the environments that foster these breakthroughs.

*The Accidental Creative*  
Simon and Schuster  
Where Good Ideas Come

From *The Natural History of Innovation* Penguin  
*7 Strategies to Unleash Revenue Growth*  
 Hesperus Press  
 Ooh la la! Nancy is utterly fascinated by movie stars—and everybody knows that movie stars don't go to bed early!

**Why We Make Mistakes**  
 Penguin  
 “Offers a useful reminder of the role of modern science in fundamentally transforming all of our lives.” —President Barack Obama (on Twitter) “An important book.” —Steven Pinker, *The New York*

*Times Book Review* Now also a PBS documentary series: the surprising story of how humans gained what amounts to an extra life, from the bestselling author of *How We Got to Now* and *Where Good Ideas Come From* As a species we have doubled our life expectancy in just one hundred years. All the advances of modern life—the medical breakthroughs, the public health institutions, the rising standards of living—have given us each about twenty

thousand extra days on average. There are few measures of human progress more astonishing than our increased longevity. This book is Steven Johnson's attempt to understand where that progress came from. How many of those extra twenty thousand days came from vaccines, or the decrease in famines, or seatbelts? What are the forces that now keep us alive longer? Behind each breakthrough lies an inspiring story of cooperative innovation, of brilliant thinkers bolstered

by strong systems of public support and collaborative networks. But it is not enough simply to remind ourselves that progress is possible. How do we avoid decreases in life expectancy as our public health systems face unprecedented challenges? What current technologies or

interventions that could reduce the impact of future crises are we somehow ignoring? A study in how meaningful change happens in society, *Extra Life* is an ode to the enduring power of common goals and public resources. The most fundamental progress we have experienced over the past

few centuries has not come from big corporations or start-ups. It has come, instead, from activists struggling for reform; from university-based and publicly funded scientists sharing their findings open-source-style; and from nonprofit agencies spreading new innovations around the world.