



Where Good Ideas Come from

De Onde Vêm as Boas Ideias

Year of publication: 2011

Author: Steven Johnson

352 pages

Link for purchase: <https://amzn.to/2tC4DZu>

“Where Good Ideas Come From” was published in 2010 by Riverhead Books.

The book was translated to Portuguese and made available in Brazil by the LeBooks team in 2011. In it, we can find in 7 chapters methods and practices for developing ideas and evolving the way we think and act.

Score

8

8 Aplicability
9 Inspiration
9 Innovation
8 Impact on results
8 Structure

Main ideias of the book

- Explanation of what is “the possible adjacent” and its finitude;
- How networks help in the development of ideas;
- How to exploit your intuitions into effective, effectual and efficient material;
- How causality can bring about changes in society;
- Why you should pay more attention to your mistakes instead of rejecting them;
- How to leverage existing ideas to improve the performance of your own creations;
- What platforms are and how they act as a space for the dissemination of ideas.

For whom is this book suitable?

This book is for everyone who wants to learn innovative methods for putting ideas into practice and transforming the world.

Overview of the book

1. The Possible Adjacent

The principle of innovation that tends to recombine elements, such as recycling, is linked to the very origin of life. For these first-order combinations, scientist Stuart Kauffman suggested the name "the possible adjacent".

The recombination and opening of new paths through the possible adjacent can tell the story of human life and culture. The possible adjacent is linked to a chronological succession of events that, if overcome, find no gears in their time for perfect functioning.

What the author means is that we are at the mercy of our own versions of the possible adjacent. In addition, we must be aware of the possibilities available around us, foreseeing very high flights that may not find stable ground on their landing.

2. Fluid Networks

Here the idea is understood as a network of connected cells, producing a unique product with each new, connected and plastic impulse. But how to make these impulses an epiphany? And how to make these networks more creative?

The innovations of humanity throughout its history have made possible numerous advances. However, the network is not intelligent by itself. It gives individuals connected to it a greater intelligence.

In defending the importance of intelligible connection networks, the author suggests observational research that proves the group work as a tool that enabled cognitive advancement.

The architecture and configuration of networks are key factors in their use. Hence the fluidity and liquidity of networks as prime factors for the constitution of ideas.

3. Slow Intuition

Intuitions are, or may be (beyond speculation), provocative ideas about an observed fact. Or insights with powers of transformation, urgency, and innovation.

Instant intuitive judgments can escape the idea of liquid and fluid networks, as well as the necessary connections between possible adjacent ones.

Innovative intuitions tend to go through a slow process consisting of consecutive and cultivated questions. This is what makes them so challenging and future considered epiphanies.

4. Serendipity

In this chapter, the author makes a scientific debate about the nature of neural connections. We have been able to learn both the physical and chemical aspects of this nature, caused respectively by electrical signals and neurotransmitter messages.

Thus, the combinations and recombinations of neurons explore memories and associations that generate ideas. When we are sleeping, for example, we can explore the possible adjacent through dreams. Or by slow intuitions and combinatorial chance.



*Chance favors the
connected mind*

It's also here that data is presented questioning the concept of IQ as brain ordering, thinking about the search for chaos and the optimal results achieved during phase-locking, both with the brain awake.

Serendipity can be cultivated both collectively, in networks, and privately. This is mainly through technological help, through the occasional connection and recombination of ideas. It can also be cultivated through organizational techniques such as brainstorming, taking advantage of both subjective and collective intelligence.

5. Mistake

The author leads us to positive reflections on mistake/misconception. Among them, he points out that an unexpected effect on an experiment can lead to the analysis of new results rather than rejecting such causality.

He brings with his supposition cases in which goals were achieved and scientific discoveries were explored, thanks to the observation and appreciation of error. Such misconceptions can turn into insights in laboratory meetings and debates.

The mistake produces results different from those caused by the success. And its rate of change tends to be much higher.

6. Exaptation

Exaptation is a process of reusing an artifact or a feature already adapted for a defined use. As an example, the author speaks of the Gutenberg wine-producing screw press exaptated for the production of mass communication material.

Exaptation is favored in mainly numerous liquid networks. One example is big cities, places where ideas and skills are widely shared, crowding potential innovations by chance.

7. Platforms

Platforms are spaces that allow the diffusion of ideas from research, discussions and experiences. Even involuntarily, their creators start from a subsistence idea and turn them into a space for dialogue and production. Want an example of this? How about "Shall we exchange some ideas over a cup of coffee?"

The web is a platform in stacks, one above the other, where they don't start from scratch. However, they make it possible to create new platforms by recycling waste of abandoned ideas and goods.

Platforms from different niches connect, as we can see the integration of the city and the web.

Conclusion - The Fourth Quadrant

Ideas and innovations fall into four quadrants. The first and second refer to individual and collective ideas, respectively, with market interest.

The third and fourth, similarly, refer to ideas (individual and collective) that are not interested in the economic sphere.

Such quadrants obey the structural phenomena of their current context. For example, between 1400 and 1600, where information networks are slow and the market not so well structured, the third quadrant encompasses most innovations.

Here, a reflection is intended, mainly, about the phenomenon caused by the innovation boom in the fourth quadrant. From the year 1800 to the present, the causes highlight the complexity of relationships. In this era, we have the largest flow of information.

The seven standards mentioned work both individually and integratedly in this era. Moreover, they add to the modernization of collective thinking.

What other authors say about it?

Jay Samit, in his work “Disrupt You!” says that innovative ideas have the power to transform the world and disrupt the system. For you to unleash a disruptive profile, you need to plan your goals and be susceptible to both internal and external changes.

Getting into leadership issues, Ed Catmull, author of the book “Creativity, Inc” advises: always give people more preference than ideas, because creative people create good ideas, but good ideas can be destroyed by bad teams.

Finally, author Austin Kleon says you don't have to create a whole new idea. In your book “Steal Like an Artist”, he reveals that you can do something authentic based on the ideas of those who inspire you. You can stimulate your creativity by stepping out of your comfort zone and surrounding yourself with people who support and add to your creative process.

Okay, but how can I apply this in my life?

- Take a risk: error analysis can induce you to get it right;
- Allow yourself to explore creative and innovative ideas; the world is constantly changing;
- Believe in your creative potential: you have the power to transform the world;
- Dialogue and explore your ideas. Encourage the exchange of ideas between new people through the internet;
- Be who you want to be: your idea will only reach authenticity and maximum power when you are true to yourself and live your purpose.



If you liked this book, visit our complete collection with hundreds of Pocketbooks of the greatest successes in the areas of management, marketing and sales, leadership, strategy, personal development and entrepreneurship!

www.pocketbook4you.com

Note:

The content presented above reflects the vision and critical analysis of our team of copywriters, respecting the fundamentals of intellectual property in Brazil (Article 8, item I).

No part of the book is being copied. They are unique and exclusive content, always giving credits to the authors and indicating the link to purchase the complete work. PocketBook4You respects the copyright code in accordance with the provisions of Brazilian law, Law 9.610 / 98.

This content is the exclusive property of PocketBook4You and is protected by the Copyright Law in its Articles 46, I, (a) and 47, because this is not a reproduction and also does not imply any discredit, on the contrary, the moral right is protected and, as pointed out earlier, the reader receives a link to acquire the work. Reproduction of this material without the permission of the company is prohibited.