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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...

The absolute best ideas come from finding a real need that is not being fulfilled. There are thousands of stories of everyday people that find a real need and then end up creating a solution and making money from it. If you yourself find a need, chances are there are others out there as well.

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Where good ideas come from by Stephen Johnson [CIT A TION Joh10 \l 1033]is a book about the space where innovation flourishes. Both the web and the city has proven to be places 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 science writing for a broad audience at its highest level—accessible but challeng-

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

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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 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 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 of already existing concepts.

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