

Rethink: The Surprising History of New Ideas



Rethink: The Surprising History of New Ideas

by Steven Poole

★★★★☆ 4 out of 5

Language : English
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Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 354 pages



By Steven Johnson

The Surprising History of New Ideas



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New ideas are often seen as the product of individual genius. We think of the lone inventor working in their garage, or the brilliant scientist making a breakthrough in their laboratory. But as Steven Johnson shows in his fascinating and thought-provoking book *Rethink*, new ideas are rarely the result of a single person's work. Rather, they are the product of a complex and collaborative process that involves many different people and factors.

Johnson draws on a wide range of examples from history, science, and technology to show how new ideas often emerge from the margins of society and from unexpected places. He tells the story of the invention of the telephone, which was not the work of a single inventor, but rather the result of a collaboration between many different people, including Alexander Graham Bell, Thomas Edison, and Elisha Gray. He also explores the role of luck, serendipity, and failure in the innovation process. As Johnson shows, new ideas often come from unexpected places, and they often require a willingness to take risks and to learn from our mistakes.

Rethink is a must-read for anyone who is interested in creativity, innovation, and the history of ideas. Johnson's book is a fascinating and thought-provoking exploration of the complex and collaborative process of innovation. It is a book that will change the way you think about new ideas.

Praise for *Rethink*

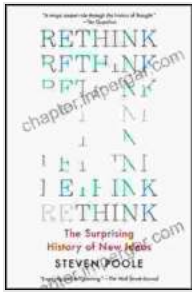
"A fascinating and thought-provoking book that challenges our assumptions about how new ideas come to be." — *The New York Times*

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"A brilliant and insightful book that will change the way you think about new ideas." — *The Guardian*

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