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WHERE GOOD IDEAS COME FROM: THE SEVEN PATTERNS OF INNOVATION



Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Where Good Ideas Come from: The Seven Patterns of Innovation, Steven Johnson, From the author of "Emergence" and "The Ghost Map", Steven Johnson's "Where Good Ideas Come From: The Seven Patterns of Innovation" identifies key principles that are the driving force of creativity. Learn how: a slow hunch can be much more valuable than a Eureka moment; the connected 'hive mind' is smarter than the lone thinker; where you think matters...

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- Authored by Steven Johnson
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