

WHERE GOOD IDEAS
COME FROM

*The
Seven Patterns
of
Innovation*

wmm

STEVEN JOHNSON



PENGUIN BOOKS

CONTENTS

Introduction

REEF, CITY, WEB i

I.

THE ADJACENT POSSIBLE *at*

II.

LIQUID NETWORKS 4)

III.

THE SLOW HUNCH 6?

IV.

SERENDIPITY 97 t

V.

ERROR 129

VI.
EXAPTATION 149

VII.
PLATFORMS m

Conclusion
THE FOURTH QUADRANT 2ii

Acknowledgments 247

Appendix: Chronology of Key Innovations, 1400-2000 2si

Notes and Further Reading 29s

Bibliography)0)

Index 31 s