

Recommended by Chris Graves | President & Founder Ogilvy Center for Behavioral Science



STEVEN JOHNSON

"A FIRST-RATE STORYTELLER." —THE NEW YORK TIMES

WHERE GOOD IDEAS COME FROM

A NEW YORK TIMES BESTSELLER

THE NATURAL HISTORY OF INNOVATION

"ENTERTAINING AND SMART." —LOS ANGELES TIMES

FROM THE BESTSELLING AUTHOR OF EVERYTHING BAD IS GOOD FOR YOU AND THE INVENTION OF AIR

Read & edited by Tolga Buyukdoganay, Carolina Raobelinaharizoa & Arthur Lacroix

Ogilvy | Social.Lab Amsterdam

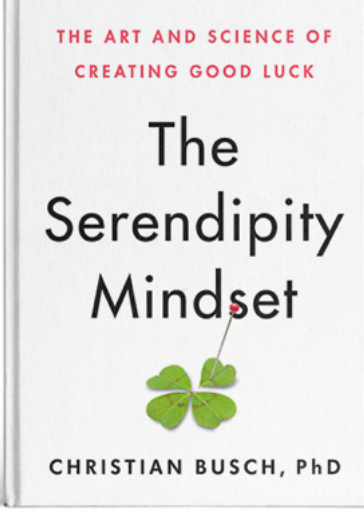
# Where Good Ideas Come From

## The natural history of innovation

Good ideas emerge best in environments that contain a certain amount of noise and error. A space where ideas are shared and where minds collide and neurons fire together. These spaces seem to breed new ideas effortlessly, in which we can experience new visions, resulting from walking unpredictable paths. We must imagine ideas rising above their surroundings, which are powerfully suited for the creation, spreading and adoption of good ideas. To solve problems of all sorts, all the time.

- Start reading
- Listen to podcast

The Global Reading Club also recommends:



The Serendipity Mindset

CHRISTIAN BUSCH, PhD

The art and science of creating Good Luck - In everybody's life unexpected encounters happen. They come by chance. They are not planned. Unexpected moments put you on a crossroad. See the unexpected collision of minds as an opportunity and act on it. Serendipity basically means, finding interesting or valuable things by chance. This is the central part of developing our serendipity mindset.

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