



# Las buenas ideas: Una historia natural de la innovación (Noema) (Spanish Edition)

*Steven Johnson*

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El tópico dice que es de madrugada, que el genio está solo en su despacho o en su laboratorio, inclinado sobre un trabajo absorbente que le aparta del mundo, cuando ¡flash!: le llega la idea como por milagro, como un chispazo repentino que le hace gritar "eureka". Pero Steven Johnson argumenta en este libro que ese tópico es la excepción y no la regla.

Según esta fascinante, accesible, entretenidísima "historia natural de la innovación", las ideas llegan a los cafés antes que a los laboratorios, a los barrios céntricos antes que a las casas aisladas y a las salas de reunión antes que a los despachos del último piso.

En este libro se narra la aparición de la contabilidad de doble entrada, la imprenta o YouTube con un mismo espíritu: el ansia de averiguar cómo se abre paso una idea revolucionaria, cómo funciona la creatividad y cómo afectan el mercado, las patentes y los derechos de autor a la salud de las ideas. Y esa narración nos permite entender dónde están las raíces de la innovación, y a la vez nos brinda muchas estrategias útiles para cultivar nuestras propias buenas ideas.

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