



Wo gute Ideen herkommen.: Eine kurze Geschichte der Innovation. (German Edition)

Steven Johnson

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Wo gute Ideen herkommen ist ein kluger und längst überfälliger Überblick zum Thema Kreativität und Innovation. In lebendigem Erzählstil schildert der Wissenschafts- und Bestsellerautor Steven Johnson den Werdegang großer technischer und geistiger Innovationen und beantwortet die Frage, wie aus einer vagen Ahnung eine nachhaltig erfolgreiche Idee wird. Er zeigt, wo und wie kreatives Denken entsteht und wie wir seine Geheimnisse für uns nutzen.

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