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Rethink: The Surprising History of New Ideas (Paperback)

By Steven Poole

Scribner Book Company, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. An engaging and enlightening (The Wall Street Journal) argument that innovation and progress are often achieved by revisiting and retooling ideas from the past rather than starting from scratch--from Guardian columnist and contributor to The Atlantic, Stephen Poole. Innovation is not always as innovative as it may seem. Rethink is the story of how old ideas that were mocked or ignored for centuries are now storming back to the cutting edge of science and technology, informing the way we lead our lives. This is the story of Lamarck and the modern-day epigeneticist whose research vindicated his mocked two hundred-year-old theory of evolution; of the return of cavalry use in the war in Afghanistan; of Tesla's bringing back the electric car; and of the cognitive scientists who made breakthroughs by turning to ancient Greek philosophy. An anecdote-rich tour through the centuries (The New York Times), with examples from business to philosophy to science, Rethink shows what we can learn by revisiting old, discarded ideas and considering them from a novel perspective. From within all these rich anecdotes of overlooked ideas come good ones, helping us find...



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