



The Rainforest: The Secret to Building the Next Silicon Valley

By Victor W. Hwang

Regenwald. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.1in. x 6.1in. x 0.9in. Winner: Book of the Year, Gold Medal in Business and Economics, ForeWord Reviews Winner: Small Business Book Awards Winner: Independent Publisher Book Awards, Finance Investment Economics (Bronze) What makes places like Silicon Valley tick Can we replicate that magic in other places How do you foster innovation in your own networks Discover the answers in this groundbreaking book from two of the worlds leading experts at the intersection of venture capital and global development. Victor W. Hwang and Greg Horowitz propose a radical new theory to explain the nature of innovation ecosystems: human networks that generate extraordinary creativity and output. They argue that free market thinking fails to consider the impact of human nature on the innovation process. This ambitious work challenges the basic assumptions that economists have held for over a century. The authors argue that such ecosystems - what they call Rainforests - can only thrive when certain cultural behaviors unlock human potential. People in Rainforests belong to tribes of trust and follow a secret unwritten code: the Rules of the Rainforest. The theory of the Rainforest is influenced by several breakthrough ideas in academia, including insights on sociobiology from...



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