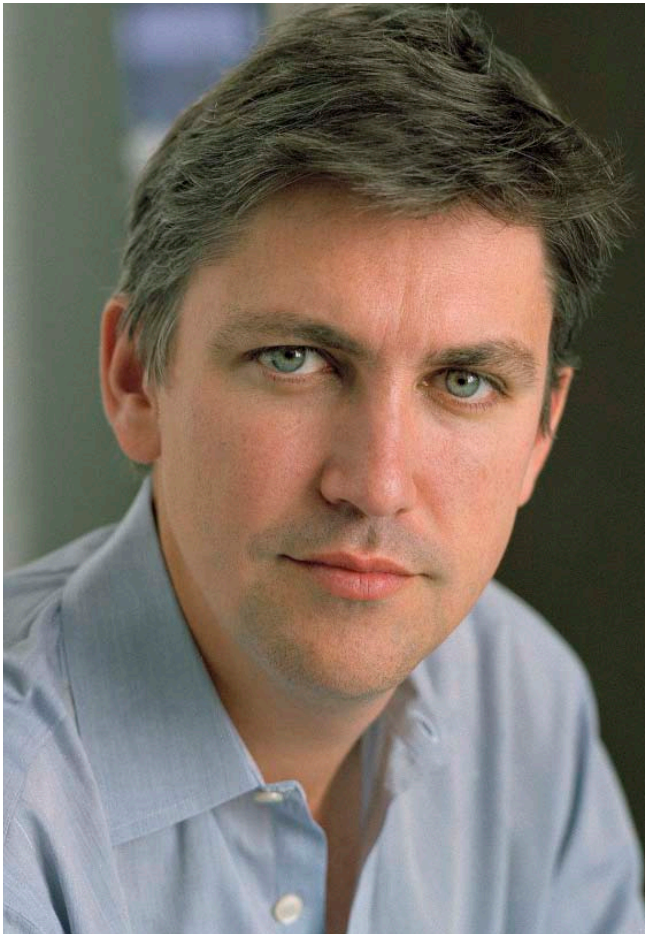


Chance favors the  
connected mind. |

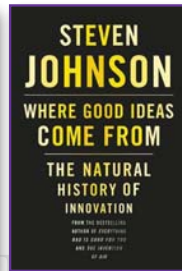
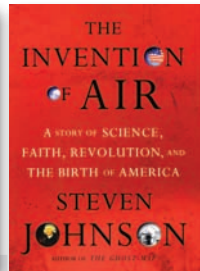
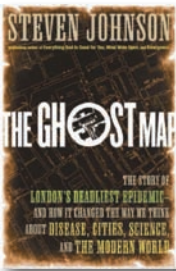


## Steven Berlin Johnson

□ *Mapping the future—the impact of science, technology and media on modern life.* □

Best-selling author of seven books on the intersection of science, technology and personal experience. Social critic and technologist, with a fine track record for seeing emerging trends and explaining why they're relevant to both personal life and business. Creator of three influential websites.

Author, *Where Good Ideas Come From*, *The Invention of Air* and *The Ghost Map*. Founder/ Creator, hyperlocal media site *outside.in*, acquired by AOL in 2011.



Ahead of the Curve

## Highlights

Steven Johnson is the best-selling author of seven books on **the intersection of science, technology and personal experience**. His writings have influenced everything from the way political campaigns use the Internet, to cutting-edge ideas in urban planning, to the battle against 21<sup>st</sup>-century terrorism.

Steven's newest book is titled *Where Good Ideas Come From: The Natural History of Innovation*.

His previous book *The Invention of Air* tells the story of Joseph Priestly, the Founding Fathers, and **how innovative ideas emerge and spread** in society and drive historical change. Like his award-winning book, *The Ghost Map*, *The Invention of Air* uses a surprising historical and biographical narrative to discuss ideas that have profoundly shaped our modern world.

Steven has also **co-created three influential web sites**: the pioneering online magazine *FEED*, the Webby-Award-winning community site, *Plastic.com*, and the hyperlocal media site *outside.in*, recently acquired by AOL.

Both **social critic and technologist**, Steven has a genius for **mapping the future**—for predicting and explaining the real-world impact of cutting-edge developments in science, technology and media.

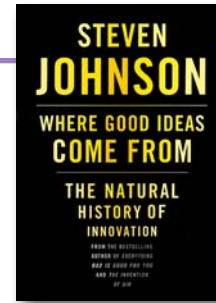
Steven is a contributing editor to *Wired* magazine. He lectures widely on technological, scientific, and cultural issues.

He recently won the Newhouse School fourth annual Mirror Awards for his *TIME* magazine cover article titled "How Twitter Will Change the Way We Live".

Steven has also written for *The New York Times*, *The Wall Street Journal*, *The Nation*, and many other periodicals. He's appeared on many high-profile television programs, including *The Charlie Rose Show*, *The Daily Show with Jon Stewart*, and *The NewsHour with Jim Lehrer*.



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## *Where Good Ideas Come From: The Natural History of Innovation*

□ Seven key principles to the genesis of ideas. □

Steven's newest book is titled *Where Good Ideas Come From: The Natural History of Innovation*. From Darwin to YouTube, Johnson asks the questions, What kind of environment fosters the development of good ideas? What sparks the flash of brilliance? How does groundbreaking innovation happen? His answers are never less than revelatory, convincing and inspiring as Johnson identifies the seven key principles to the genesis of such ideas, and traces them across time and disciplines.

## • Credentials

- □ Best selling Author of seven books
- □ Founder/creator of *outside.in*, sold to AOL in 2011
- □ Newhouse School fourth annual Mirror Award, *TIME* cover article
- □ Former columnist, *Discover* magazine
- □ Contributing editor, *Wired* magazine
- □ Hearst New Media Professional-in-Residence, The Journalism School Columbia University, 2009
- □ Finalist for 2002 Helen Bernstein Award for Excellence in Journalism, *Emergence*
- □ Co-founder and editor-in-chief, *FEED*
- □ Creator of *Plastic.com*