



Rethink: The Surprising History of New Ideas

Steven Poole

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A brilliant and groundbreaking argument that innovation and progress are often achieved by revisiting and retooling ideas from the past rather than starting from scratch—from *The Guardian* columnist and contributor to *The Atlantic*.

Innovation is not always as innovative as it may seem. This 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 200-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.

Drawing on 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 new ways to think about ideas in our own time—from out-of-the-box proposals in the boardroom to grand projects for social and political change.

Armed with this picture of the surprising evolution of ideas and their triumphant second lives, *Rethink* helps you see the world differently. In the bestselling tradition of Malcolm Gladwell, Poole's new approach to a familiar topic is fun, convincing, and brilliant—and offers a clear takeaway: if you want to affect the future, start by taking a look at the past.

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