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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 Harvard, economic transactions from the University of Chicago, and design theory from Stanford.

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The Rainforest as described here is the innovation & commercialization ecosystem in Silicon Valley with its unique rules which result in abundant startup creation. Leaders in the Rainforest are called "keystones" and have the role of "hyper-connectors." - "Leaders in the Rainforest must engineer serendipity" is one of the most memorable lines.

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The Rainforest: The Secret to Building the Next Silicon Valley [Victor W. Hwang, Greg Horowitz] on Amazon.com. *FREE* shipping on qualifying offers. The Rainforest: The Secret to Building the Next Silicon Valley

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The Rainforest: The Secret to Building the Next Silicon Valley. The Rainforest feels like one of those books. The authors, Silicon Valley venture capitalists, present an intriguing metaphor: that

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Silicon Valley is a kind of rainforest with its own unique “innovation ecosystem” in which “talent, ideas, and capital are the nutrients.”

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A lot of people know the place for being a big rainforest that is often nicknamed the “lungs of the Earth.” It is true that the Amazon Rainforest supplies around 20% of the world’s oxygen every day. However, its secrets are much more impressive. For example, did you know that a new species of animal or plant are found here every 3 days?

35 Hidden Secrets Of The Amazon Rainforest

The Rainforest: The Secret to Building the Next Silicon Valley
Paperback – 4 Feb. 2012 by Mr. Victor W. Hwang (Author), Mr. Greg Horowitt (Author) 4.6 out of 5 stars 38 ratings See all formats and editions

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Rainforest Axiom #12: Rainforest have replaced tribalism with a culture of informal rules that allow strangers to work together efficiently on temporary projects
Rainforest Axiom #13: The informal rules that govern Rainforest cause people to restrain their short-term self-interest for long-term mutual gain.

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The Rainforest will transform the way you think about technology, business, and leadership. free preview . To read a free preview of the book, click here. To learn about the ideas in The Rainforest, read the official White Paper presented at the University of Chicago for the book's publication on February 21, 2012.

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The Rainforest Book

THE RAINFOREST THE SECRET TO BUILDING THE NEXT SILICON VALLEY. by Victor W. Hwang Greg Horowitz · RELEASE DATE: Feb. 4, 2012. In their debut business title, two venture capitalists offer an insightful, forward-thinking assessment of what makes Silicon Valley tick. ...

THE RAINFOREST | Kirkus Reviews

They present 14 compelling "Rainforest Axioms," for example, "Axiom #2: Rainforests are built from the bottom up, where irrational behavior reigns," along with the "Rules of the Rainforest," "Rule #4: Thou shalt experiment and iterate together." The authors also explain how to build and measure a rainforest.

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The Rainforest: The Secret to Building the Next Silicon Valley.

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Paperback. – Feb 4 2012. by Mr. Victor W. Hwang (Author), Mr. Greg Horowitz (Contributor) 4.6 out of 5 stars 37 ratings. See all 4 formats and editions.

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the Rainforest: the Secret to Building the Next Silicon Valley

"Culture is the 'secret sauce' of Silicon Valley. In this Rainforest Blueprint, Victor takes us from 'why' culture is critical to 'how' to build and sustain a culture of innovation. This is a short and action-oriented 'how-to' guide for entrepreneurs, innovators, and

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policymakers....

The Rainforest Blueprint: How to Design Your Own Silicon

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The book *The Rainforest, The Secret to Building the Next Silicon Valley*, written by Victor H. Hwang and Greg Horowitz promotes the belief that successful innovative communities can emerge from an environment that displays elements similar to those that make up the Silicon Valley rainforest.

Roth, Adam 2/26/15 Muller, John Understanding Start up

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Get this from a library! *The rainforest : the secret to building the next Silicon Valley*. [Victor W Hwang; Greg Horowitz] -- "[The authors] 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

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thinking...

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The Rainforest is overflowing with numerous examples; in addition, the authors make exceptionally good use of graphs, charts, and illustrations to further explain and expand on the text. Some charts, such as The Rainforest Canvas, are particularly helpful in graphically representing what is required to develop and sustain the rainforest type of ...

Review of The Rainforest (9780615586724) — Foreword Reviews

The Rainforest Alliance certification seal means that the product (or a specified ingredient) was produced by farmers, foresters, and/or companies working together to create a world where people and nature thrive in harmony.

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