

# **Innovation**

**The idea of a single moment of inspiration, of the apple landing on young Isaac Newton's head, stirs the soul, even if it turns out to be apocryphal. In contrast, the idea that innovation occurs in fits and starts, with one person adapting a concept already in use and another figuring out how to make a profit from it, has little appeal.**

**The world likes heroes, even if the worshipful story of one person's heroics is rarely an accurate representation of the complex path of technological advance.**

**Marc Levinson, *The Box***