



The Rainforest: The Secret to Building the Next Silicon Valley

Victor W. Hwang

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Winner: Book of the Year, Gold Medal in Business & 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 world's 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 Harvard, economic transactions from the University of Chicago, design theory from Stanford, and the latest research in neuroscience and social network theory, among others.

With an unorthodox and entertaining narrative, the book reveals the mysterious mechanisms of Rainforests. Furthermore, the authors provide practical tools for readers to design, build, and sustain new innovation ecosystems. *The Rainforest* will transform the way you think about technology, business, and leadership.

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