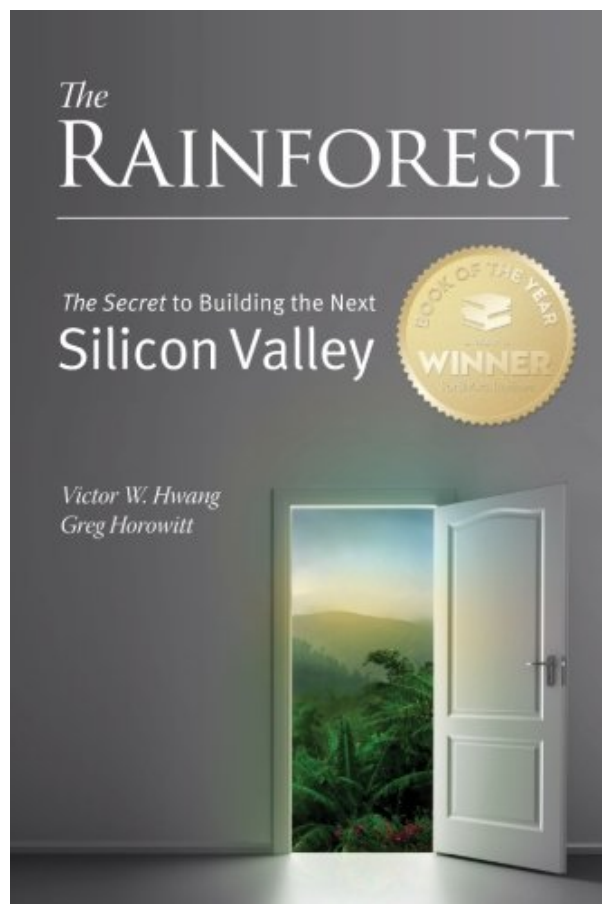


# THE RAINFOREST: THE SECRET TO BUILDING THE NEXT SILICON VALLEY BY VICTOR W. HWANG



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*The Secret to Building the Next*  
**Silicon Valley**



*Victor W. Hwang*  
*Greg Horowitz*



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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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Features

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12 of 12 people found the following review helpful.

Excellent Travelogue - Explains the culture of Silicon Valley

By Eric Ball

This is a readable and well-reasoned book which describes why so many attempts to replicate the success of Silicon Valley in other locations fail. Often policymakers simply park some venture capitalists next to a research university and expect a new center of innovation. The Rainforest shows that you cannot produce the success unless you understand and replicate the culture.

Understanding "what goes without saying" is critical to succeeding in any new environment, and the authors make explicit the implicit assumptions that govern behavior among startups, venture capitalists, and large corporates in the Valley. The authors pull from multiple disciplines and integrate a varied set of research and real-world observations to weave an explanation for how and why Silicon Valley works. This makes it an excellent travelogue for those new to the Valley or visiting it - anyone entering startups or venture in California should read it. It also is indispensable for those policymakers and practitioners who want to create innovation ecosystems in other locations in the US and in other countries.

6 of 6 people found the following review helpful.

Insightful

By Paul de Bernier

As a legal practitioner who likes to think he is familiar with the VC industry, I thought the book provided a really unique and compelling insight and analysis of the nature, drivers and future of innovation - things we sort of know are fundamentally important, but that we often just accept without much thought. The book clearly benefits not just from deep first hand industry experience that the authors draw on, but also from their ability to relate much of that, anthropologically and otherwise, to what motivates people and communities to innovate and to other real world examples. There's a ton of books addressing innovation, including with a VC theme, but this one added a fresh perspective, particularly with respect to trying to understand and anticipate future innovation trends and clusters.

5 of 5 people found the following review helpful.

Touches the core of innovation--the human element

By Jason Steiner

This book delves into the core of what spawns true innovation--or rather innovative environments--the human element. Innovation is not defined by technology or scientific discoveries or brilliant ideas. It is true that these elements are essential components of the process, but they are far from sufficient. A successful innovation culture requires people, people from all walks of life, all backgrounds and expertises--people are the glue that hold it all together.

This book speaks to changes in culture, in the importance of lowering social barriers and alterations of perspective that are required to bring about the extensive (and often prohibitively difficult) collaboration that is necessary to create self sustaining innovative environments. It challenges ideas that innovation can be "engineered" from the top down and rather presents it as an organic growth, a symbiosis of tacit social



contracts. True innovation comes from maximizing serendipity, it cannot be predicted, it cannot be engineered, but its conditions can be fostered. This book will change your perspective on how to enter into collaborative environments, how to interact with diverse parties, and how to change your attitude and behavior to benefit a system (and consequently yourself) that spawns truly revolutionary innovations.

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