

# John Seely Brown

## Quotes

*People, Needs, Technology, Innovation, Important, Research, Today, Fun,  
Catalyst, Knowledge, Effectiveness, Learning, Scratches, Keys, Education,  
Moon, Play, Goodbye, Creating, Culture*

The harder you fight to hold on to specific assumptions, the more likely there's gold in letting go of them.

~John Seely Brown

If you can design the physical space, the social space, and the information space together to enhance collaborative learning, then that whole milieu turns into a learning technology.

~John Seely Brown

People need to know more than what a piece of information means. They also need to know how the information matters.

~John Seely Brown

The need for innovation - the lifeblood of business - is widely recognized, and imagination and play are key ingredients for making it happen.

~John Seely Brown

The job of leadership today is not just to make money, it's to make meaning.

~John Seely Brown

If I ain't learning, it ain't fun.

~John Seely Brown

The most important invention that will come out of the corporate research lab in the future will be the corporation itself.

~John Seely Brown

We are working on creating self-describing, self-organizing, self-diagnosing and self-repairing networks.

~John Seely Brown

Conversation is a catalyst for innovation

~John Seely Brown

Practice provides the rails on which knowledge flows.

~John Seely Brown

It's been said that if NASA wanted to go to the moon again, it would have to start from scratch, having lost not the data, but the human expertise that took it there the last time.

~John Seely Brown

Processes don't do work, people do

~John Seely Brown

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