

TRADITION VS. INNOVATION

RECOMMENDED

READING & LISTENING LIST

Quotes:

1. "Tradition is not the worship of ashes, but the preservation of fire." - Gustav Mahler
2. "Innovation distinguishes between a leader and a follower." - Steve Jobs
3. "Do not be embarrassed by your failures, learn from them and start again." - Richard Branson
4. "If I had simply asked people what they wanted, they would have asked me for faster horses!" - Henry Ford
5. "The difficulty lies not so much in developing new ideas as in escaping from old ones." - John Maynard Keynes

Books:

1. *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail* by Clayton M. Christensen
2. *Where Good Ideas Come From: The Natural History of Innovation* by Steven Johnson
3. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* by Eric Ries
4. *The Structures of Everyday Life: Civilization and Capitalism* by Fernand Braudel (for a historical take on tradition)
5. *Diffusion of Innovations* by Everett M. Rogers

Podcast Episodes:

1. *How I Built This* with Guy Raz - The episode on Airbnb discusses the innovative concept against traditional lodging.
2. *The Tim Ferriss Show* - The episode with Kevin Kelly where they discuss the future of tech and society.
3. *Masters of Scale* by Reid Hoffman - Particularly the episode where he talks with Brian Chesky of Airbnb about disrupting traditional industries.