



How to Fly a Horse: The Secret History of Creation, Invention, and Discovery

Kevin Ashton

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To create is human. Technology pioneer Kevin Ashton has experienced firsthand the all-consuming challenge of creating something new. Now, in a tour-de-force narrative twenty years in the making, Ashton demystifies the sacred act, leading us on a journey through humanity's greatest creations to uncover the surprising truth behind who creates and how they do it. From the crystallographer's laboratory where the secrets of DNA were first revealed by a long forgotten woman, to the Ohio bicycle shop where the Wright brothers set out to "fly a horse," Ashton showcases the seemingly unremarkable individuals, gradual steps, multiple failures, and countless ordinary and usually uncredited acts that lead to our most astounding breakthroughs. Drawing on examples from Mozart to the Muppets, Archimedes to Apple, Kandinsky to a can of Coke, *How to Fly a Horse* is essential reading for would-be creators and innovators, and also a passionate and immensely rewarding exploration of how "new" comes to be.

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