

Contents

Foreword, by <i>Antonio Calabrò</i>	XI
Introduction	1
Πολιτεία, VII Book (514 b – 520 a), Plato	5
Part I.	
Journalism is the first draft of history	
1 Janus	15
2 The smell of ink and a misfit journey	19
3 Disruption of the (media) market	25
4 The topos of the intrapreneur	29
5 Chaos theory and Network Journalism: every era has the kind of journalism that it deserves	33
The Black Swan in San Francisco	34
From reader to user	38
The disrupted news value chain	39
“A wealth of information creates a poverty of attention”	41
Multiplatform and multi-format	41
From adaptation to adaptability	43
6 A culture of innovation embodying the tension between tradition and change	45
In+novo: bringing something new	45
From business to journalism, an interdisciplinary approach	46

7	Technology and journalism: a clash of cultures?	49
	The platform battle	50
	A matter of ecosystem principles	52
	Data – the largest catalyst	54
	Put the user (and data) at the centre of your organisation	56
	Advertising metric matters too: from volume to value	57
8	The risk of losing control: the fake news phenomenon	61
9	Journalism is ontologically r-evolutionary	67

Part II.

Intrapreneurship and dreamers who do

10	Dreamers who do: <i>Homo novus</i>	71
11	The aerial view and the mastering of contamination	75
12	Challenge the system	79
13	Empathy and adaptability: be a great listener	83
	The art of listening	83
	Feeling a caretaker, not an owner: give back and build Vitruvian architectures	85
14	Why should media organisations push for intrapreneurship?	87
	Breeding intrapreneurs	87
	How to spot an intrepid soul: common DNA traits	88
15	Adriano Olivetti: the dreamer who inspired Steve Jobs	93
	Adriano Olivetti: the Italian dreamer who did	93
	Adriano Olivetti and Steve Jobs: aesthetic elective affinities	96
16	People buying it: yourself and the idea	99
	How to assure disruptive innovation success	99
	You belong to the seat you have been assigned to: reframing impostor syndrome	104
	Reverse ageism: let's talk about age discrimination	109
17	Wabi-sabi and the 'blisters' career approach	113

18 Younger talent and the news industry: FT Talent Challenge and give back leadership	117
19 Diverse is beautiful: diversity and inclusion in the news system	121
Diversity matters (and wins!)	121
Journalism and diversity	122
Mulier nova	124
Conclusion	127
Afterword, by <i>Tony Haile</i>	129
Bibliography	131