

Social Media as a Research Tool

Where Good Ideas Come From...

Best-selling author, Steve Johnson's three-hour interview over the weekend included a Q&A, and diverse topics of interest to potential entrepreneurs.

One great tip Johnson provided involves the use of social media:

Develop a list of diverse people in different industries.

You may or may not agree with their point of view, but follow them on twitter. The links that they provide to useful information is a good resource for uncovering information.

<http://www.booktv.org/Program/13818/In+Depth+Steven+Johnson.aspx>