Contents

Fo	Foreword, by Antonio Calabrò	
In	troduction Πολιτεία, VII Book (514 b – 520 a), Plato	1 5
1	Part I. Journalism is the first draft of history 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 The Black Swan in San Francisco From reader to user The disrupted news value chain "A wealth of information creates a poverty of attention" Multiplatform and multi-format From adaptation to adaptability	33 34 38 39 41 41 43
6	A culture of innovation embodying the tension between tradition and change In+novo: bringing something new From business to journalism, an interdisciplinary approach	45 45 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: Homo novus	71
11	The aerial view and the mastering of contamination	75
12	Challenge the system	79
13	Empathy and adaptability: be a great listener The art of listening Feeling a caretaker, not an owner: give back and build Vitruvian architectures	83 83 85
14	Why should media organisations push for intrapreneurship? Breeding intrapreneurs How to spot an intrepid soul: common DNA traits	87 87 88
15	Adriano Olivetti: the dreamer who inspired Steve Jobs Adriano Olivetti: the Italian dreamer who did Adriano Olivetti and Steve Jobs: aesthetic elective affinities	93 93 96
16	People buying it: yourself and the idea How to assure disruptive innovation success You belong to the seat you have been assigned to: reframing impostor syndrome Reverse ageism: let's talk about age discrimination	99 99 104 109
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
Co	Conclusion	
Af	Afterword, by Tony Haile	
Bił	Bibliography	