
From: Barnaby Marsh [REDACTED]
Sent: Saturday, December 27, 2014 7:06 PM
To: jeffrey E.
Cc: Joi Ito; John Brockman
Subject: Re:

Yes, one of many problems of using "genius". Ope= to further exploration, as long as not watered down. We want real maveric=s, but it is often used as another catch-phrase. Need to consider how it r=sonates in person, too- calling someone a "genius" in higher aca=emic circles causes some discomfort and does not sit too well (a good thin= in some sense, since it adds charge); "maverick" is a little mo=e palatable and lacks the discomfort - it is "safer". We want to=be careful with safe-types with corporate appeal, which is the way things =o with TED, etc, because of the problem of "crowding out" of ver= alive minds who have limited patience for just being on display. Lets dis=uss further though...

On Sat, Dec 27, 2014 at 1:29 PM, jeffrey E. <je=vacation@gmail.com <mailto:jeevacation@gmail.com> > wrote:

joi, barnaby, I was speaking with John who raised t=e question of having "genius" in the titles rather than so=ething less well accepted, instituional. and/or common , =more like maverick minds. something that represents more of a =ebel mentality than a well respected man with pipe.

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◆=A0 please note

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