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Medici Effect = igniting the explosion of extraordinary ideas by bringing together different disciplines and cultures and searching for places where they connect, reminiscent of the 15th century
The argument doesn't really build on itself as the book progresses as much as it just has a bunch of supporting data

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The Medici effect : what elephants and epidemics can teach us about innovation : with a new preface and discussion guide / by: Johansson, Frans, Published: (2017) The international handbook on innovation Published: (2003)

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Why do so many world-changing insights come from people with little or no related experience? Charles Darwin was a geologist when he proposed the theory of evolution. And it was an astronomer who finally explained what happened to the dinosaurs. Frans Johansson's *The Medici Effect* shows how breakthrough ideas most often occur when we bring

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concepts from one field into a new,
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at the Intersection of Ideas, Concepts, and Cultures is a 2004 book written by Swedish-American entrepreneur Frans Johansson. Published by Harvard Business School Press, it was listed as a Top 10 Business Book by Amazon.com and translated into 18 different languages. In the book, Johansson introduced the concept of the Medici

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Effect, which involves ...

The Medici Effect - Wikipedia

As a result, the city became the epicenter of a creative explosion, one of the most innovative eras in history. The effects of the Medici family can be felt even to this day.” — Frans Johansson, *Medici Effect: What You Can Learn from*

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**The Medici Effect Quotes by Frans
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Preface and Discussion Guide: What Elephants and Epidemics Can Teach Us About Innovation Revised by Johansson, Frans, Amabile, Teresa (ISBN: 9781633692947) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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most often occur when we bring concepts from one field into a new, unfamiliar territory, and offers examples how we can turn the ideas we discover into path-breaking innovations.

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Time: 10:00 am to 12:00 Noon Room:
SEM II A-2109 Session Description:Join
us for a facilitated discussion of Frans
Johansson's book, "The Medici Effect:
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Teach Us About Innovation." Johansson asks why many world changing insights come from people with little or no related experience, and shows in his text how breakthrough ideas most often occur when we bring ...

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