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The Medici effect : what elephants and epidemics can teach ...

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The Medici Effect: Breakthrough Insights 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 Effect, which involves ...

The Medici Effect - Wikipedia

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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 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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