



The Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation

By Frans Johansson

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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 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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Editorial Review

From Publishers Weekly

Johansson, founder and former CEO of an enterprise software company, argues that innovations occur when people see beyond their expertise and approach situations actively, with an eye toward putting available materials together in new combinations. Because of ions, "the movement of people, the convergence of science, and the leap of computation," a wide range of materials available for new, recontextualized uses is becoming a norm rather than an exception, much as the Medici family of Renaissance Italy's patronage helped develop European arts and culture. For cases in point, Johansson profiles, among others, Marcus Samuelsson, the acclaimed chef at New York's Aquavit. An Ethiopian orphan, Samuelsson was adopted by a Swedish family, with whom he traveled widely, enabling him to develop the restaurant's unique and innovative menu. (Less familiar innovators include a medical resident who, nearly assaulted by an emergency room patient she was treating, developed outreach programs designed to prevent teen violence.) Chapters admonish readers to "Randomly Combine Concepts" and "Ignite an Explosion of Ideas." Less focused on innovations within a corporate setting than on individual achievements, and more concerned with self-starting and goal-setting than teamwork, Johansson's book offers a clear enough set of concepts for plugging in the specifics of one's own setting and expertise. But don't expect the book to tell you where to get the money for prototypes or production.

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Review

"Mashing up concepts like this in seemingly random ways encourages our brains to think non-linearly, and often results in surprisingly original ideas." (*NOW Magazine* 2007-10-10)

From the Inside Flap

"The Medici Effect is one of the most insightful books about managing innovation I have ever read. Its assertion that breakthrough insights occur at novel intersections is an enduring principle of creativity that should guide innovators in every field."

—Clayton M. Christensen, Robert and Jane Cizik Professor of Business Administration, Harvard Business School

"As I look at the exploration of Mars through the lens The Medici Effect offers, I see pathways ahead that were previously invisible, and possibilities that we must consider. Any book that has this effect on anyone is far more than a good read. Let the sleeper awake!"

—Dr. James B. Garvin, Lead scientist, NASA's Mars Exploration Program

"The Medici Effect is a bold and original study of something that is generally thought to defy analysis—the nature of creativity and innovation."

—Tom Freston, Chairman & CEO MTV Networks

"Diversity in ideas and experiences breeds the remarkable fruit of invention. In The Medici Effect, Johansson has brought this simple notion to us in a way that is entertaining, informative and very valuable. Drop what you're doing and read it!"

—Dr. Gil Amelio, technologist, inventor and corporate leader; Former Chairman and CEO, Apple Computer

"This is an amazing story, well told and entertaining. More importantly it's a major breakthrough in thinking

that can accelerate creativity for those who invest the time to read it and learn from it. The timing of The Medici Effect could not be better."

—Gary Moore SVP, Advanced Services, Cisco Systems, Inc.

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Joseph Gee:

The book untitled The Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation contain a lot of information on that. The writer explains her idea with easy technique. The language is very straightforward all the people, so do definitely not worry, you can easy to read that. The book was compiled by famous author. The author will bring you in the new period of literary works. It is easy to read this book because you can keep reading your smart phone, or model, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site in addition to order it. Have a nice learn.

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