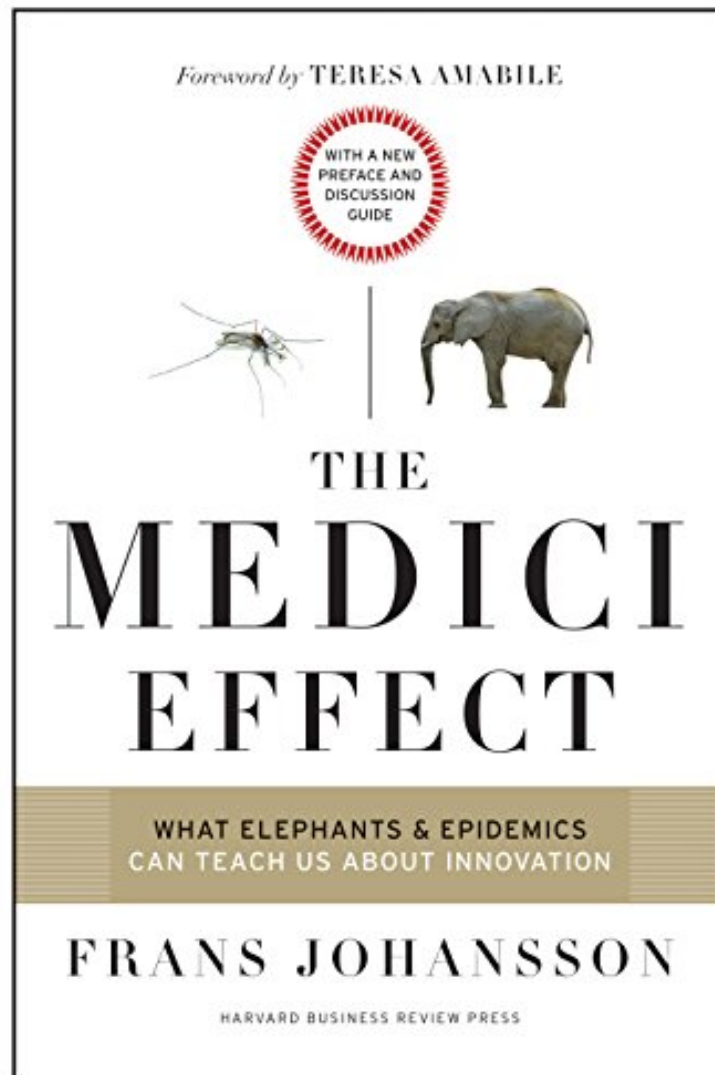


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The Medici Effect, With a New Preface and Discussion Guide: What Elephants and Epidemics Can Teach Us About Innovation

Frans Johansson

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StarsBy Kevin Bradley sent this item to me really quickly and the content is so spot on and thought provoking.4 of 4 people found the following review helpful. "If you want to go fast, go alone. If you want to go far, go together." African proverbBy Robert MorrisThis is a revised, updated, and expanded edition of a book first published in 2004, with a new preface by Teresa Amabile and a discussion guide that will help facilitate, indeed expedite application of Frans Johansson's valuable insights as to how and why breakthrough creativity happens at the Intersection of different fields, ideas, people, and cultures.As he explains, the Intersection becomes a place for wildly different ideas to bump into and build upon each other. Intersectional collisions of ideas can occur almost any time and anywhere, involving and engaging almost anyone in spontaneous collaboration between and among multiple fields, generating ideas that leap in new directions — what I call intersectional ideas. Those who were engaged in the Manhattan Project offer the best example I can think of. What they achieved together could only be done at an Intersection rather than within the field of nuclear physics or mathematics...or both.The Medici Effect Discussion Guide contains material designed to help the reader to solidify the major concepts and themes discussed in the book. It is segmented into two parts. The first part consists of reflective questions meant to enable you to think deeper about the major concepts and can be discussed with friends or coworkers at book clubs, company meetings, off-sites, or even on a car ride. The second part presents twelve methods for how you can step into the Intersection and innovate.As he explains, Johansson wrote this book to achieve three objectives:1. The first is to explain what, exactly, the Intersection is and why we can expect to see a lot more of it in the future. You will see how three critical factors [i.e. The Movement of People, The Convergence of Science, and The Leap of Computation] are working together to increase the number of intersections around the world.2. The second is to explain why stepping into the Intersection creates the Medici Effect. You will see why it is such a vibrant place for creativity and how we can use the intersections to generate remarkable, surprising, and groundbreaking ideas.3. Finally, the third objective is to outline the unique challenges we face when executing intersectional ideas and how we can overcome those challenges. You will see how execution at the Intersection is different from within established fields, and you will learn how to prepare for those differences.As indicated, the Intersection becomes a place for wildly different ideas to bump into and build upon each other...The name I have given this phenomenon, The Medici Effect, comes from a remarkable burst of creativity in fifteenth century Italy. Intersectional collisions of ideas can occur almost any time and anywhere, involving and engaging almost anyone in structured or spontaneous collaboration between and among multiple fields, generating ideas that leap in new directions — what I call intersectional ideas. Those who were engaged in the Manhattan Project offer the best example I can think of. What they achieved together could only be done at an Intersection rather than within the field of nuclear physics or mathematics...or both.How to create workplace culture within which all manner of intersections are most likely to occur? Here is what Johansson suggests.1. Draw inspiration from industries or cultures very different from your own2. Hunt for Intersections3. Put up an Intersection wall (i.e. display of possibilities)4. Introduce/engage one or two outsiders in regular team meetings5. Hold Intersection councils6. Set up Intersection workrooms7. Ensure diversity on your team and in organization8. Map out your own background to bring your whole self to work9. Atomize all of a word's various meanings, contexts, and related words10. Make Medici visits outside your enterprise11. Set up micro-teams (i.e. fewer people in discussion modules)12. Take an Intersectional journey (i.e. create a visual Intersection)All this is thoroughly explained on Pages 211-217.I agree with Frans Johansson: "The world is connected and there is a place where those connections are made — a place called the Intersection. All we have to do is find it...and dare to step in.

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 of how we can turn the ideas we discover into path-breaking innovations.Clayton M. Christensen, bestselling author of *The Innovator's Dilemma*, has described *The Medici Effect* as "one of the most insightful books about managing innovation I have ever read. Its assertion that breakthrough principles of creativity occur at novel intersections is an enduring principle of creativity that should guide innovators in every field."Now with a new preface and a discussion guide, and a foreword by Harvard Business School professor Teresa Amabile, *The Medici Effect* is a timeless classic that will help you reach your innovative peak.

Praise for *The Medici Effect*:Clayton M. Christensen, bestselling author, *The Innovator's Dilemma*"One of the most insightful books about managing innovation I have ever read. Its assertion that breakthrough principles of creativity occur at novel intersections is an enduring principle of creativity that should guide innovators in every field."Susan Cain, New York Times bestselling author, *Quiet*; cofounder of Quiet Revolution"Diversity drives innovationthis book makes the case with such vividness, clarity, and excitement that it's obvious why it has stood the test of time. Bold, thought-provoking, and a ton of fun."Daniel H. Pink, author, *Drive* and *To Sell Is Human*Even a decade after publication, *The Medici Effect* remains required reading for trailblazers all over the world, regardless of industry,

background, or training. The combination of remarkable stories and a compelling theory make this book an enduring innovation classic!"Tom Freston, former President and CEO, ViacomA bold and original study of something that is generally thought to defy analysis: the nature of creativity and innovation."Roger Ferguson, former Vice Chairman, Federal ReserveFrans Johansson is a leading thinker in the realms of innovation and diversity. He delivers cogent and relevant insights in a thoroughly engaging way."About the AuthorAn entrepreneur, creative thinker, and acclaimed international speaker, Frans Johansson has lived all his life at the Intersection. Raised in Sweden by his Swedish father and African American/Cherokee mother and educated at Brown University and Harvard Business School, he has started a health-care business, a software company, a hedge fund, and an innovation firm. In addition to *The Medici Effect*, Frans is the author of *The Click Moment* (2012). He is the founder and CEO of The Medici Group. Frans lives in Brooklyn with his wife and two daughters. Author social media/website info: fransjohansson.com, themedicigroup.com, twitter.com/frans_johansson, [linkedin/in/fransjohansson](https://www.linkedin.com/in/fransjohansson)