

# Medici Effect: What You Can Learn from Elephants and Epidemics

Frans Johansson

ebooks | Download PDF | \*ePub | DOC | audiobook


"IF YOU CAN'T READ IT AND COME UP WITH AT LEAST A  
MINOR MONA LISA OR TWO, YOU'RE NOT TRYING."  
—Entrepreneur Magazine



## THE MEDICI EFFECT

WHAT ELEPHANTS & EPIDEMICS  
CAN TEACH US ABOUT INNOVATION

FRANS JOHANSSON

 Download

 Read Online

#284494 in eBooks 2006-10-01 2006-10-01 File Name: B004OC0790 | File size: 43.Mb

**Frans Johansson : Medici Effect: What You Can Learn from Elephants and Epidemics** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Medici Effect: What You Can Learn from Elephants and Epidemics:

1 of 1 people found the following review helpful. Seek out the intersection of unrelated ideas  
By Alex W Whitel  
The book provides a lively, almost breezy, introduction to creativity, innovation, and the interplay of ideas, disciplines and practices. It's hard to imagine that people could read it without finding themselves sparking new ideas and, perhaps even more important, coming up with easily applicable methods for generating such ideas on an ongoing basis.  
The Medici were the most powerful family in Tuscany during the 15th century. Thanks

to the Medici family's broad sponsorship, artists, scientists, bankers, poets, and architects found each other and exchanged ideas. These ideas defined an intersection, the place where unrelated disciplines meet to create innovation." — Graduate student comments. The Medici Effect was used as a required text in the graduate Design Management program at the Shintaro Akatsu School of Design at the University of Bridgeport. 24 of 26 people found the following review helpful. Compulsory reading for educators, scientists, business executives, and everyone else with pretensions to intellectual prowess...By Der Graf This is not an academic book. Nonetheless, all should read it, if for no other reason than simply in order to learn why having a broad-based knowledge and curiosity are essential attributes of a person living in the post-modern world. The pattern of the book is not terribly innovative: good ideas followed by the expected examples of how sterling men and women implemented these concepts in practice and attained an even more sterling level of success. Altogether, very much in style of all other books aimed at predominantly business-oriented readers who, for whatever reason, need the examples set by (successful) luminaries in order to be converted to the creed. A more demanding reader may, upon seeing the same "follow the banality" pattern, reject the little volume as another horrid, trivial, and profoundly intellectually boring "thing." Do NOT do that: it would be a major mistake, and you would miss on a number of really important thoughts. The book has a powerful message to all members of the academe, corporate executives, human resources operators and gurus. And practically, everyone else, including high school and university students. It should also be one of the most recommended self-help books for all university leaders guilty of having produced more than three generations of super-specialized graduates with very sketchy ideas about the world outside their own field of work. Reading one of the book's chapters every morning before going to work (best over morning coffee, and instead of the sports or cooking page) should be the compulsory task for all human resources executives that may clear their persistent misconception of a "well-defined" (i.e., narrowly specialized) professional path as a clear sign of intellectual prowess and the concomitant ability to create and lead. For the first time in many, many years an author embarked upon the quest of promoting the concept of a generalist as the pillar of creativity, arguing that broad education and intellectual curiosity, combined with open mind and acceptance of diversity, not as a politically correct and entirely meaningless term, but as the essential constituent of life, are the critical prerogatives for breakthrough innovation. Johansson took upon himself the task of demonstrating the almost desperate need for the return to what universities have largely abandoned: development of minds equipped with broad multi-disciplinary knowledge, and capable of multi-spectral intellectual curiosity and insight instead of the vigorous mass production of bachelor, master, and doctor experts in extraordinarily narrow (to the point of ridicule) sub-fragments of their disciplines of choice. Indeed, this is not an "academic" book, and maybe it is extraordinarily good that it is so: free from our often irritating academic stuffiness, the book speaks to any reader, independently of his/her level of formal education. It also quite poignantly exposes the deficiencies of today's academic training that often fails to endow graduates with the gift of non-dogmatic and broadly educated mind. The "Medici Effect" should be read widely, and the underlying notions should be accepted and promoted with persistence. It is a book to which all should return when satisfaction with the currently accepted credo, and the often trivial progress that such dogma typically imposes, become the most attractive attributes of their professional lives. 0 of 0 people found the following review helpful. This book is intersectional. By Customer Really quite something. It always seemed to me innovation and creativity is random (and it is, as you will learn reading this book). The trick is learning how to increase the odds of poking at the right spot and I think this is a great guide book to kickstart that for anyone.

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.

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 "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. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "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.