



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

*Frans Johansson*

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

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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